Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

Staley Shifts Its Bu-Tay Line to Maxon Shop

DECATUR, ILL., May 24—A. E. Staley Mfg. Co. has shifted the advertising of its Bu-Tay Products division, Los Angeles, from Honig-Cooper & Harrington, Los Angeles, to Maxon Inc., Detroit, effective June 1. The account has been billing a little less than $400,000 but is expected to reach $500,000 this year.

Bu-Tay Products, which was purchased last December by Staley, has been handled for five or six years by Honig-Cooper. The company makes and markets Blue Rain Drops, a water conditioner, and Diaper Sweet, a diaper conditioner.

Staley indicated that it was very pleased with the job done by Honig-Cooper on the Bu-Tay account, but cited a "product conflict" as the reason for the change. ADVERTISING AGE learned that although Honig-Cooper does not handle conflicting products, the agency handles Clorox for Procter & Gamble. P&G and Staley thus are competitive in one product area, although the competing products are handled by other agencies.

■ Staley talked to a total of nine agencies before narrowing the finalists to three. Erwin Wasey, Ruthrauff & Ryan, Chicago, will continue to handle all the rest of the Staley account. ≠

New rolls 'em and roasts 'em
Hot Dog Rollster
$1.00
New Kraft
Barbecue Sauce
Hold the handle and push the rod—the hot dogs roll round and round on the fork!
KRAFT
Barbecue
Sauce

COOKOUT—*Kraft is offering a hot dog rollster as a premium with its barbecue sauce this summer. This ad will appear in July issues of magazines (out in time for the Fourth) and the offer will be backed by spots on NBC-TV. Foote, Cone & Belding is the agency.*

'A Problem the Individual Agency Will Have to Face' . . .

Delaware Dailies Alter 15% Setup; Direct Advertiser Gets Same Rate

In Some Cases, Agency Tacks Commission onto Bill; National, Retail Rates Equalized in Wilmington

(For other news and pictures of the National Newspaper Promotion Assn. meeting see Pages 2, 3, 52 and 56.)

NEW YORK, May 25—The News-Journal Co., Wilmington, Del., wrote itself into advertising history today (1) by announcing that anyone—agency or advertiser—could purchase national space direct, and (2) by closing the rate gap between retail and national.

In a startling shift of policy, the daily (1) provided agencies with a rate card showing a 42¢ open commissionable rate, and (2) provided agencies and advertisers with a rate schedule which is non-commissionable and offers a "net general rate," which goes into effect July 1—as does the 42¢ rate. It begins with a 35.7¢ general rate, compared with a 36¢ retail rate.

The newspaper's advertising executives were firm in saying that advertisers or agencies could buy at the net general rate.

The plan has within it the potential of being the first big break in the agency commission system. One source said it "could blow the whole thing up."

■ The Wilmington bombshell dropped here during the annual meeting of the National Newspaper Promotion Assn. It came on the heels of sporadic attacks by agencies and national advertisers on local-national rate disparities. And it followed, by a few weeks, a charge that newspapers had created "a great rate jungle" (AA, May 1).

Basically, the *News* and *Journal* rates were designed—in consultation with Story, Brooks & Finley, its representative—around a bulk plan, with approximately equal net general and retail rates, subject to discounts ranging up to 14% for 100,000 lines or more of general advertising. Story, Brooks & Finley will continue to receive its usual commission on direct purchases from the *News* and *Journal*, including those made by manufacturers or distributors.

■ Howard Story, president of the representative company, said the plan evolved from a year's discus-

(Continued on Page 78)

P&G Tests Newspaper Pages as Aid in Cutting Coupon Misredemption Losses

CINCINNATI, May 24—Procter & Gamble Co., trying to trim losses from misredemption of coupons, has tested a new device—page newspaper ads listing stores "pledged to this policy" of redeeming coupons only for purchases of the product specified.

P&G developed and paid for the page ads in Tucson, Ariz., and Boise, Ida., for the test last month. The ads ran concurrently with a P&G coupon distribution in these areas.

"We're still evaluating the Tucson and Boise tests," the company said, "but we already are convinced that this approach is a good one. We will make our final evaluations available to other grocery manufacturers through the Grocery Manufacturers of America."

■ Most grocery manufacturers who value price discount coupons as a major weapon in their brand promotion arsenal continue to be plagued by improper redemption procedures at the retail level.

Far too many consumers continue to turn their coupons in at the neighborhood supermarket or food store and collect payment without

(Continued on Page 78)

Better TV Can Get Sponsors—at Right Price, Collins Told

NEW YORK, May 26—Gov. LeRoy Collins, president of the National Assn. of Broadcasters, this week heard at first hand some of the problems involved in sponsorship of blue ribbon television programming.

This topic, among others, was covered in an informal exchange-of-views meeting set up by the Assn. of National Advertisers to give representatives of some of the country's biggest advertisers a chance to meet the new spokesman for the broadcasting industry. Among the advertisers at the mid-week meeting: Howard Eaton, Lever Bros.; Ed Ebel, of General Foods; L. H. Lotspeich, of Procter & Gamble; and Gale Smith, of General Motors.

The sponsors reportedly emphasized that their responsibility to their boards and stockholders requires them to spend their advertising dollars as effectively as possible, with an eye toward ratings, cost-per-1,000 and other measurements of effectiveness.

■ As would be expected, the indication was that everybody is interested in quality programming

(Continued on P

Pritikin Raps 'Pompous, Boastful' Ads at California Four A's Session

Norins Tells Ad Writers to 'Enjoy Themselves' if They Want Success

SAN FRANCISCO, May 23—"Nobody responds to a salesman who is ridiculous; people pull away from pomposity; nobody buys from a braggart; and innocuous salesmen get only one response . . . indifference."

And yet advertising is full of "ridiculous ideas ('Don't let romance fade—fade—fade away') and pompous ideas ('They said it couldn't be done') and braggart ideas ('The greatest name in rubber') and innocuous ideas ('Summertime is sandwich time')."

That's what Robert Pritikin, copy chief with Fletcher Richards, Calkins & Holden, told admen today at the fourth annual seminar of the Northern California council of the American Assn. of Advertising Agencies.

He found fault with the way teamwork in advertising allegedly stifles creative individuals and said it is time "we all" went back to the basic precepts of selling: Sincerity, honesty, conviction and respect for the customer, and "a certain rare talent and instinct for persuasion."

■ Mr. Pritikin urged admen to use not only their brains but also their hearts when creating ads, if they are to conjure "magic" that will sell.

"Magical ideas come from the heart. And that's why they work so well. Because they're emotional, and personal, and human, and believable. Sometimes magical ideas come after a great deal of brain work—but they never actually come from the brain; they come from the heart," Mr. Pritikin said.

An amateur magician, he considerably livened up his presentation by a series of tricks illustrating each of the points in his speech. They included the "beheading" of Dale O. Zaret, a member of the copy staff of Fletcher Richards.

He said that the changing art of appealing to people which was the seminar's theme—is "getting worse . . . because it is ceasing to be an art and becoming a science, cold and statistical.

■ "And the people to whom we are supposed to be appealing are no longer people, really. They are socio-economic groups, and income brackets, and markets and targets to whom we direct our selling strategies," he said.

These strategies, he continued, evolve from surveys computed "with mathematical exactitude by research men who prepare voluminous folders of dictum, later to be interpreted by merchandising men

(Continued on Page 12)

Last Minute News Flashes

Pittsburgh Plate Glass Names JWT

PITTSBURGH, May 26—Pittsburgh Plate Glass has named the J. Walter Thompson Co. to handle its $2,500,000 glass account, beginning Oct. 1. The account, now with Batten, Barton, Durstine & Osborn, had also been sought by Compton Advertising; D'Arcy Advertising Co.; Erwin Wasey, Ruthrauff & Ryan; Young & Rubicam; and Ketchum, MacLeod & Grove, a finalist with JWT (AA, May 22). Maxon Inc., originally reported as bidding for the glass business, had declined a client invitation to make a presentation. Maxon has handled the company's paint advertising for more than 20 years, while Ketchum, MacLeod & Grove is the agency for PPG's Columbia-Southern Chemical Corp. and fiber glass division.

Wyler Account Moves to Campbell-Ewald from Scott

CHICAGO, May 26—Wyler & Co., a division of Borden Co., will move its account to Campbell-Ewald, Chicago, Sept. 1. The company, which markets a line of packaged soups, dehydrated vegetables and other grocery products, has been with R. Jack Scott Inc.

Reed to Join Sunbeam as Advertising Manager

CHICAGO, May 26—Don A. Reed, account executive at Leo Burnett Co. for the past three years, will join Sunbeam Corp. on June 1 as advertising manager. Mr. Reed succeeds James McLaughlin, who joined Webcor Inc. last month as director of marketing (AA April 17).

(Additional News Flashes on Page 77)

Cudahy Invites Bozell, 5 Others to Seek Account

OMAHA, May 25—Cudahy Packing Co. is reevaluating its advertising program and has invited six agencies, including its present one, Bozell & Jacobs, to make written presentations.

Jerry Keefe, advertising manager, told ADVERTISING AGE that the "door is closed" to any agencies other than those invited. Of the five new agencies which will make presentations, three are in Chicago, one in Kansas City and a local shop.

Mr. Keefe, who joined Cudahy just last month, declined to name the agencies. He formerly was general sales promotion manager of Oscar Mayer & Co. He succeeded L. G. Tremblay, who is retiring May 31.

■ Cudahy and a subsidiary, Seattle Packing Co., Seattle, reportedly bill between $600,000 and $700,000. Bozell & Jacobs has the entire account except for Seattle Packing, which is handled by Miller, Mackay, Hoeck & Hartung, Seattle. Miller, Mackay reportedly will not be considered for the whole account because of its location.

In addition to fresh and canned meats, Cudahy markets margarine and salt products. Formal presentations will start in about two weeks, and a final decision on an agency is expected in four to six weeks. ≠

Falstaff Move Into Detroit May Trigger Beer War

$250,000 Budget Set; Competitors Also Step Up Ad, Promotion Activity

By Hugh Quinn

DETROIT, May 25—Falstaff beer is moving into Detroit in June—and right into a market situation that one observer said could develop into a "real beer war."

Falstaff Brewing Corp., which currently sells in central and western Michigan, will begin distributing June 5 in the Detroit area, backing its move with a reported $250,000 budget for radio, outdoor and point of sale advertising, plus a sprinkling of newspaper and tv. A 25-man sales force has been assigned to the area, and at least six distributors are setting up to handle Falstaff.

In the fall, Falstaff will perk up its tv exposure by sponsoring the Detroit Lions professional football games in Detroit. Last season, Falstaff aired the games outside the Detroit area and resold the local time to National Brewing Co.'s Altes.

■ But the St. Louis brewery will not find a ready-made market for its beer in Detroit. Most of the local breweries, and the out-of-state companies already operating in the area, are stepping up their advertising and merchandising activities as the weather begins to look as if summer might come.

Here are a few of the items that will confront Falstaff next month:

• From Old Milwaukee (Jos. Schlitz Brewing Co.), a new 16 oz., non-returnable bottle priced about even with local 12 oz. throw-aways.

• From E&B Brewing Co., a new case of 28 12-oz. bottles for the same price as competitive 24-bottle cases.

• From Goebel, new labels and packages, a renewed push for the 7-oz. bantam bottle, and an all-out point of purchase campaign for the summer.

• From Stroh's, renewed advertising vigor amid rumors of an agency switch (AA, April 10), and the advantage of being the area's No. 1 selling beer.

• From the capital in Lansing, the possibility of a beer tax reduction June 30, which, insiders say, will result in a cut in the retail price.

• And from nearly all of the breweries operating in Detroit, heavier advertising schedules for the summer.

■ Falstaff is taking over at least four former Goebel distributors in the Detroit area, all of whom left Goebel within the last few weeks as the brewery switched over to retail delivery here. Falstaff will supply Detroit from its Fort Wayne, Ind., plant, although the company has attempted to secure a Detroit plant of its own.

A year ago, the company reportedly offered to buy out Goebel, but was turned down. The rumors of a merger or outright sale are circulating again in Detroit as Falstaff prepares its campaign.

Goebel sales in 1960 were down from 540,206 barrels the year before to 393,246 barrels. Dollar sales were off from $15,300,000 to $11,500,000. For the first quarter of 1961, sales were down from $2,900,000 a year ago to $1,900,000. But the company has been cutting costs (including advertising) and

(Continued on Page 12)

American Airlines Still Circling; Bates Waves Off

NEW YORK, May 25—The $6,000,000 American Airlines account continued to hang in the balance today although the field of eligible agencies was narrowed to three by the withdrawal of Ted Bates & Co.

American gave Young & Rubicam 90-day notice last week (AA, May 22). Five agencies were invited to present for the business—Bates; Batten, Barton, Durstine & Osborn; Doyle Dane Bernbach; Lennen & Newell; and Ogilvy, Benson & Mather.

David Ogilvy declined the invitation on behalf of his agency and Bates followed suit this week. Bates informed the airline that it would rather not enter any competition with other agencies. Thomas J. Ross Jr., American's advertising vp, said he was "sorry" Bates had withdrawn.

■ Mr. Ross also said he was sorry to learn of the caustic memorandum Mr. Ogilvy circulated at OB&M on American. The Ogilvy memo explained the agency's rejection of the invitation as follows:

"You may remember that the indoctrination presentation which I give to new members of the staff when they first join the agency starts with the statement: 'Our purpose is to be the most effective agency. This can only be achieved if we continue to exercise great care in selecting our clients. They must make a product that we would be proud to advertise; they must be the kind of people with whom we can work happily on terms of intimate partnership; and they must want us to make a profit.' In the judgment of your management, the American Airlines account meets only one of these specifications—which is not enough."

■ Of the three agencies still in the running, only Lennen & Newell had not been seen by American up to today. Mr. Ross conceded, however, that he was "pretty familiar" with L&N. He moved to American from L&N in March.

Lennen & Newell serviced the American Airlines account from 1955 to 1958. C. L. (Bill) Smith, who was account supervisor during this period and who is the brother of C. R. Smith, president of American, is now at BBDO.

Mr. Smith said today that he was working on the Dodge account and did not have "the remotest idea" where American would land. ≠

NEW
PAL
PREMIUM
Edge
20
blades
for
98¢
PREMIUM

BLUE AND GOLD—*This colorful counter display above is used by A.S.R. Products Co. to promote its new Pal Premium Edge injector blades.*

Viceroy Shifts From Comics Units Into R.O.P. Color

LOUISVILLE, May 25—Brown & Williamson Tobacco Co. has resolved "a difference of opinion" and will pull Viceroy cigarets out of comics supplements early in June and move them into r.o.p. newspaper advertising.

Although the comics ads reportedly drew high Starch readership figures, the company decided to switch to r.o.p. to reach a different group of readers. Some company officials, however, were unhappy about changing to an "unknown" and untested approach.

The new Viceroy ads, 1,750-line two-color insertions, will appear the first week in June in about 30 markets. The comics ads, which will end about the same time, were scheduled in more than 50 markets. The new ads, using a news style, will be based on the current ad theme, "Viceroy's got it at both ends."

■ The company will pay for the larger and more expensive ads with funds reportedly not allocated at the beginning of the year. Demise of the comics ads was said not to be a permanent thing, but no re-starting date has been set.

Ted Bates & Co., New York, is the agency. ≠

Newspapers Are Lively, but Their Promotion Is 'Blah': Hobbs to NNPA

NNPA Meeting

NEW YORK, May 25—One trouble with newspapers is that their promotion "isn't as lively and as fresh and as timely and as full of magic as the product," according to Whit Hobbs, vp and associate copy director of Batten, Barton, Durstine & Osborn.

Mr. Hobbs, who spoke at the convention of the National Newspaper Promotion Assn., went on in this vein:

"Pick up a copy of ADVERTISING AGE or the equivalent. Read the promotion ads. And weep. Because they're a crying shame. Week after week, the same old toothless dogs doing the same old toothless tricks.

"Page after page after page of blah. One does it in Blah City. It takes two in Blahsville. Nothing sells Blah like Blah. Count on Blah to sell Blah. Because Blah has what counts. On all counts.

"It's as easy as one-two-three. Blah gives you more, more, more. Blah makes the difference. Blah is FIRST. First in the 14th market,

(Continued on Page 77)

Philip Morris Reorganizes with Bow of Pal Premium

NEW YORK, May 25—On the heels of the national introduction of Pal Premium Edge injector blades, Philip Morris Inc. today announced re-establishment of the American Safety Razor Co. as a division of A.S.R. Products Co.

Leslie E. Parkhurst, formerly exec vp of A.S.R. Products, was named president of American Safety Razor Co. He has been associated with A.S.R. since 1953. Re-establishment of the division reflected an added emphasis on razors and blades since Philip Morris acquired A.S.R. one year ago.

A.S.R. Products Co. will continue as the operating division of Philip Morris Inc., with responsibility for American Safety Razor; Supreme Products Corp., a maker of geared chucks for power tools; and the Lightfoot Co., soap and cosmetics manufacturer.

Razor blades and razors are sold under the principal trademarks of Gem, Pal, Personna and Ever-Ready.

■ The Pal Premium Edge injector blade, introduced in selected markets recently, has since achieved national distribution. Initial newspaper ads have already run, and the first magazine advertising was set for the May 26 *Life* and the June 20 *Look*. The headline: "Out of space-age technology comes a blade that takes friction out of shaving."

Another wave of newspaper ads will break June 5. Network tv commercials were planned for "Douglas Edwards," "Perry Mason," "Rawhide," "Route 66" and "Dobie Gillis."

Benton & Bowles is the A.S.R. Products agency. ≠

ABC-TV Sells Show on Business News via Closed Circuit TV

NEW YORK, May 24—ABC-TV is going after prospective advertisers via closed circuit television presentations.

The network yesterday used this sales approach to reach clients of Fuller & Smith & Ross in New York, Chicago and Cleveland with a preview of a new show, "American Business Briefing," slated for the 1961-62 season. Tapes of the telecast are scheduled to be shown to other F&S&R clients in Pittsburgh, Los Angeles and San Francisco.

The hour series itself, which will go into the Sunday 12:30 p.m. time slot, starting Oct. 22, represents a new type of programming effort. Aimed at the nation's 15,000,000 business decision makers, the news show will cover such topics as the business side of the recent astronaut flight, stockholders' meetings and interviews with business authorities.

■ Sponsorship, available on a minute participation basis, will provide a lower cost-per-1,000 than any combination of business publications, according to the co-producer, Hendrik Booraem Jr., who was a former director of "The March of Time." At a cost of $15,000 per commercial minute for advertisers buying a minimum of six participations, "Briefing" will cost half the average entertainment show, he said.

Advertisers signing before July 1 will get one minute free for every 13 they order. Product protection for up to three products will be provided to sponsors ordering six participations or more.

The show will carry a $5,000 weekly budget for advertising and publicity. Total weekly production budget has been set at $70,000.

Also, the show's producers—the others are Adrian Samish and Sidney W. Dean—will issue a weekly 12-page "American Business Newsletter," which will contain everything in the programs, in addition to detailed statistical material. Copies will be sent to subscribers on Monday following the telecast. Show sponsors will be able to order additional copies, at cost, for special mailings with the company imprint.

■ Arthur E. Duram, F&S&R's senior vp for radio-tv, said sponsors will know in advance what the editorial content will be, and "If it is embarrassing to the advertiser, he can postpone his commercial" to a future date. "Briefing" will be departmentalized, with an opening table of contents, showing the topics and the time of each segment. #

Highlights of This Week's Issue

Cove Vitamin & Pharmaceutical budgets $150,000 to test market a new men's hair preparation, Heglo **Page 6**

Edward L. Slater, director of advertising of Sylvania Electric Products, says a small or medium-size agency has a good change to land a piece of a big corporation's advertising budget **Page 8**

National Shoe Manufacturers' Assn. continues to await receipt of promised letters reportedly received by columnist Abigail Van Buren in response to her crusade against pointed-toe shoes **Page 22**

William E. Diederich, premium manager in purchasing, Colgate-Palmolive, outlines a five-part obstacle course that a premium must go through to gain acceptance by Colgate-Palmolive **Page 31**

Delmonico Foods will use a new over-the-meat-counter display rack for related product merchandising, beginning May 31 **Page 34**

Dumas Milner Corp. signs as first sponsor of a new four-minute radio show, "Celebrity Five" **Page 34**

Canandaigua Industries uses radio and outdoor advertising to introduce its new wine, Wild Irish Rose **Page 36**

Nissen Baking Corp. integrates print and tv advertising features into its bread promotion **Page 37**

North Dakota becomes the second state to qualify for an outdoor control bonus **Page 38**

Nat Danar, consultant, says imitative advertising, more new products, increased ad budgets and growing public anesthesia are among the reasons there is need for more creative advertising **Page 42**

Colgate-Palmolive Co. will use "Easy Aces" personalities to introduce Wash 'N Dri, a pre-moistened towel, to radio audiences **Page 43**

Arthur H. McCoy, exec vp, John Blair & Co., says mass media become big "only when millions of people choose to make them so" **Page 44**

Standard Oil Co. of California, Western Operations Inc., launches a heavily advertised 12-week, $500,000 western scenic view premium program **Page 55**

Mennen Co. accepts Federal Trade Commission decree restricting competitive claims in advertising of its Sof' Stroke aerosol shave cream **Page 57**

William Bernbach says selling proposition isn't enough, creativity must bring the dead truth to life **Page 59**

Consumer Reports celebrates its 25th anniversary this month with a 100-page issue **Page 72**

Myron J. Helfgott, vp of Lippincott & Margulies, says advertising's effectiveness has not kept pace with its cost in relation to sales and profits, while packaging "is one of the cheapest ways of communicating" today **Page 80**

Hertz Corp. sets $7,500,000 advertising budget for 1961 **Page 81**

Union Carbide Consumer Products Co., Dow Chemical Co. and E. I. du Pont de Nemours & Co., set heavy ad schedules for anti-freeze promotion **Page 85**

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Leading Tobacco Advertisers in 1960 **Page 80**

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Stations Do Little for TV; Viewers Dwindle: Schachte

Lever Exec Tells Broadcast Execs of Nielsen Downtrend Study

BOSTON, May 25—Major blame for the lack of program improvement in television rests with local station management, according to Henry Schachte, exec vp of Lever Bros.

Mr. Schachte, when he spoke today before the Broadcasting Executives Club, said television suffers from a lack of "tried and trained people—writers, directors, technicians, even performers" who must come from the minor leagues, since network programming risks are so costly.

"With a few notable exceptions, locally originated programming in too many markets consists almost entirely of two staples—local news and weather—one man or one woman—in front of one camera," he continued.

"This is hardly the kind of daring, hardly the kind of challenge or opportunity that will allow local stations to make much contribution to the advancement of television programming."

■ Mr. Schachte said it is not necessary at the outset that stations break out in a rash of local productions. He suggested they might begin to make contributions off the air, through such avenues as closed-circuit tests for high school and college dramatic groups, script contests, equipment gifts to colleges with tv courses, or summer fill-in jobs for at least one college graduate yearly.

For the much criticized tv industry, the Lever executive had words of comfort mixed with a warning about signs of downward viewing trends.

"Nobody loves you broadcasters except the people who live in 50,000,000 American homes," he said. "If this is trouble I know a few soap products that would be delighted to have it."

■ But Mr. Schachte hastened to add, "All the statistics about audience viewing aren't good. In fact, there is at least one alarming negative trend.

"Recently, at the request of our company, the Nielsen people put together a study of evening tv viewing trends over the past three years. The findings startled us.

"In those three years, the time spent viewing dropped each year compared with the previous year. The drop was for the season as a whole—for every half-hour period from 7:30 to 11 p.m.—and for every night of the week except Friday.

■ "And Friday represents no victory. Its viewing has traditionally been several points lower than the other nights. It simply stayed at its lower level while the other nights came down to join it," he said.

"We sent this report to a number of network executives and asked for comments. We received in response some replies, some silence, some evasions, some sanity and some accusations.

"Some said we used an inflated base for our study, since 1957 was the year of the national flu problem, thus implying that all we needed to restore vigorous viewing is another red-hot epidemic. I personally reject the notion of germ warfare as an adequate answer to television's problem," Mr. Schachte said. ≠

DRINK
Coca-Cola

STONE AGE STEAK HOUSE—*A playlet titled "The Man Who Didn't Come to Dinner," showing how good restaurant practices were known even in the Stone Age, was a feature of the 42nd annual National Restaurant Assn. in Chicago. Sponsor of the playlet was a well-known soft drink producer who managed to chisel a commercial into the scenery.*

S. C. Johnson Revises Int'l Marketing Strategy to Meet Regionalism Trend

Conference Told 50% of Company's Sales Stem From Seven New Brands

LONDON, May 23—Top advertising executives from all over the world came to London this month to attend an international conference.

They came from widely separated places—from Chicago, Milan, Sao Paulo, Johannesburg. The delegates totaled 120, from 26 countries. Among them were 27 representatives of 20 advertising agencies, many of them heads of these agencies.

■ What brought them here? An important international advertiser, S. C. Johnson & Son, which staged its second international marketing conference. The first was held in 1957 in Johnson's headquarters city, Racine, Wis.

Concurrent with the conference, and one of the reasons for its being held in London, was the official opening of Johnson's new British headquarters at Frimley Green, Surrey. The $4,200,000 plant, most modern of its kind in Europe, was opened by H. F. Johnson, chairman of Johnson's Wax International, who warned about the growing regionalism of world trade. Mr. Johnson said:

"Regional trade blocs are springing up—the Six, the Seven, and the Central American Common Market are examples. There are various other trade blocs being planned . . .

"We are having to think and plan in terms of regional rather than country markets. We are restudying our product lines and distribution channels to accommodate our business to this new development.

■ "My own feeling is that, as trade barriers are lowered between countries within the regional blocs, there is likely to be a more liberal trade view toward the rest of the world. I therefore look with optimism on these new developments.

"Nevertheless, they do call for a re-shaping of our future plans. We are aware of this and are moving in that direction."

The new plant, he said, means more than simply a new place for

(Continued on Page 54)

Kansas Wheat Group Tests Redi Wheat as Market Widener

KANSAS CITY, May 25—A new food product, Redi Wheat, is being test-marketed in Kansas City and Kansas towns with results that look like a shot in the arm to the wheat industry.

The advertising campaign for the kernels that have been washed and debranned is the offspring of the Kansas Wheat Commission, which was charged under the 1957 Wheat Act with conducting a campaign of development, education and publicity in connection with wheat and with finding new markets for wheat and wheat products.

■ Shortly after the commission was organized, it was discovered that very little research had been done on uses of wheat for things other than for foods such as bread and industrial alcohol.

The wheat commission pressured congressmen in wheat-producing states to get increased federal funds for research and for food and industrial uses of the grain.

The Department of Agriculture's committee on increased industrial uses of agricultural products gave wheat top priority in allocation of funds for research. Redi Wheat was the result.

■ During 1960, the food was taken up by the Department of Agriculture and consumer preference tests were run.

The commission then decided to sponsor a marketing test, super-

(Continued on Page 10)

NNPA Hears Promotion Research of Rival Media Hit as 'Misinformation'

Clark Gives Newspaper Promoters Examples Used by TV, Radio, Magazines

NEW YORK, May 23—Two-fisted charges that tv, radio and magazines promote themselves with "pure propaganda, misinformation, half-truths and misstatements" generated from their own research, were made today before the annual convention of the National Newspaper Promotion Assn.

NNPA Meeting

Dan E. Clark II, president of Dan E. Clark Associates, Stanford, Cal., which operates the Top Ten Brands newspaper group research service, also gave some examples:

• "I recently saw a claim by a major magazine of 46,550,000 different readers during a 13-week span. This magazine has about 6,700,000 paid circulation. They dreamed up the word 'pass-on' readership to explain what otherwise must be a rapidly shifting circulation."

• "Next—tv. *Television Age* published a table which, among other bits of interesting information, showed 2,272,000 weekly tv viewers in Los Angeles as weekly 'circulation.' This was contrasted with a combined daily newspaper circulation of 1,570,000. Nothing was said about the fact that this figure included only the metros.

"Nothing was said about the better than 750,000 suburban daily circulations covered in the same tv area. And nothing was said about these facts: You can cover the entire area with one insertion in each daily. To achieve the weekly exposure on tv—assuming the figures to be correct—you would have to buy every time spot on all seven stations for the entire week of time segments covered by the survey."

• Tuning in radio, Mr. Clark said:

"Here are figures picked up from the Radio Advertising Bureau (Those boys are real sharp): They say, by their own report, that the percentage of unduplicated coverage by Los Angeles newspapers in homes is as follows: the *Examiner*, 15.9%; *Times*, 17.9%; *Herald Express*, 16.7%; *Mirror*, 15.4%. That adds up to 65.9%.

"Obviously some of those homes take two or more papers—which is not shown in the bureau figures. Further, they say the unduplicated coverage by newspapers in homes is 36.9%.

"On the other hand, our study found that only 7% of the homes had duplication. Now, if we subtract the 7% from their 65.9%, we get 58.9% unduplicated circulation. But remember—their unduplicated total was 36.9%.

"What happened to the other 22%?" Mr. Clark asked.

■ "The sad fact is that the advertising world has bought much of this mish-mash of rhetoric based on research for tv, radio and magazines—research, which in itself is sound and would be helpful, but which has too often been ballooned out of context and truth," Mr. Clark asserted.

"By fighting under their own

(Continued on Page 52)

AFA Names Stock Adwoman of Year

WASHINGTON, May 26—Emma E. W. Stock, sales promotion director of *Forbes*, will be named 1961 Advertising Woman of the Year Sunday at the opening session of the 57th annual convention of the Advertising Federation of America.

Emma Stock

The election is sponsored by the AFA's Council of Women's Advertising Clubs, which for 14 years has bestowed this honor on leading women advertising executives.

Mrs. Stock, who has spent her entire business career with *Forbes*, started as a member of the advertising production staff, then moved into the advertising sales department, where she prepared portfolio material for the space salesmen. During the manpower shortage of World War II, she took on the added job of calling on prospective advertisers. In 1948 she was promoted to associate advertising manager and was named co-director of advertising two years later. Since March, 1961, she has been director of sales promotion.

■ Mrs. Stock is credited with being one of the pioneers in promoting corporate advertising. In all her sales presentations, she emphasized the importance of advertising the company as well as its products.

A member of Advertising Women of New York, she was president from 1958 to 1960. She also has been a director of the New York Financial Advertisers and a member of the national convention committee of the Assn. of Industrial Advertisers. ≠

Houston Club Elects Weekley

Weldon Weekley, partner in Weekley & Valenti Advertising & Sales Promotion, will take over as president of the Houston Advertising Club in June. Other officers will be John McGary, Robinson-Gerrard-McGary, 1st vp; Virginia Hurlbert, Everitt-Buelow Co., 2nd vp; Alice Rogers, secretary; and Spencer Robinson, treasurer.

Dairy Account Is Split; $2,000,000 Share to Compton

Campbell-Mithun Has Had All of $4,000,000 Account for 18 Years

CHICAGO, May 23—After 18 years with Campbell-Mithun exclusively, the American Dairy Assn. split its $4,000,000 advertising account in half, shifting its fluid milk, ice cream, cottage cheese and fluid cream items to Compton Advertising. The change is effective Sept. 1.

In explaining the splitting of the account, the ADA made the following comments: "This decision to divide the American Dairy Assn. account between two agencies is a logical extension of the development of program planning over the past several years.

"The growth of the association's promotional efforts requires that we apply a variety of talent to get the best possible selling ideas. We have had excellent agency service in the past, and we believe this new arrangement will further improve advertising agency service to the association. The Compton organization will provide some agency services that have not been available before, as well as giving us the benefit of another creative staff and a well integrated marketing group.

■ "This development follows the changes which have occurred in our promotional approaches. We have put much more emphasis on merchandising activity. We have developed a product manager staff system which assigns definite responsibilities for the development of programs for each product.

"We have added a staff of program merchandising regional managers who will be working closely with our advertising agencies to get further extension of our promotional effort. We are also engaged in developing intensified fluid milk promotion programs to follow our set-aside dollars to the markets in which they originate, and in this program the extensive organization of the Compton agency will be of much help to us."

■ Martin J. Framberger, general manager of ADA, told Advertising Age that ADA will be doing much more regional advertising for fluid milk, ice cream and cottage cheese during its 1961-'62 year. He said that 40% of the ad dollars allocated for fluid milk, ice cream and cottage cheese will go for regional ads in 1961-'62, as compared with only 10% in the 1960-'61 fiscal year.

Mr. Framberger said that ADA was impressed with Compton's research facilities for pre-testing and post-testing ad campaigns, and added that the agency provides much of the same information which ADA now receives from Gallup-Robinson. He said it was too early to tell if ADA would drop Gallup-Robinson after Sept. 1, when Compton begins work on the account.

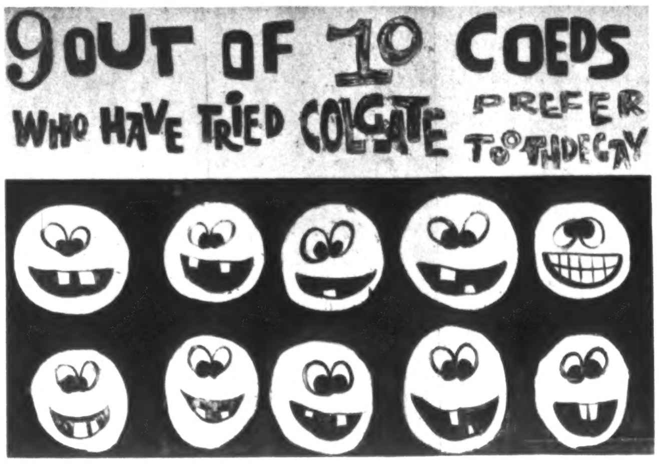
■ The ADA head said that Compton will provide the ADA with more on-the-spot service in the East and on the West Coast because of its offices in New York, San Francisco and Los Angeles.

In addition to handling fluid milk, ice cream and cottage cheese, Compton also will be the agency for the "Dinah Shore Show," which ADA will begin sponsoring on NBC-TV on Oct. 6. Compton has appointed C. B. Sheldon to supervise the new account, which will be handled out of Chicago.

Campbell-Mithun will continue to handle butter, cheese, evaporated milk and non-fat dry milk, and will continue to develop the June Dairy Month and Dollar Dinners promotions, which are all-product campaigns. Campbell-Mithun had been the sole ADA agency since 1943 when it took over the business from Lord & Thomas (now Foote, Cone & Belding). ■

California Auto Book Offers Directory Ads

Motor Registration News of California, Oakland, is accepting advertising in its *Directory of Automobile & Truck Owners* for the first time since its initial publication in 1956. The annual directory, published in mid-July, has a page rate of $150, with a 500-copy guarantee.


9 OUT OF 10 COEDS
WHO HAVE TRIED COLGATE PREFER TOOTHDECAY

BEAT COLGATE—*At Syracuse University, Colgate is not only a toothpaste—it's a rival school—to be bested in any competition. This student-painted poster appeared on campus shortly before a recent athletic contest.*

Eastern T.F. Elects Ozanne

James L. Ozanne, *Foundry*, a Penton Publishing Co. magazine, was elected president of the Eastern t.f. Club. New 1st vp is Henry C. Ruppel, *Chemical Processing*; 2nd vp is Richard J. Murphy, *Pit & Quarry*. William H. Relyea Jr., *Power Engineering*, was reelected treasurer, and Halsey Darrow, *Industrial Marketing*, was reelected secretary.

Cleveland Unit Elects Gregory

Industrial Marketers, Cleveland, has elected Francis A. Gregory, vp of Wellman Co., president. Other new officers include W. A. Sawyer, ad manager of Lincoln Electric Co., vp; R. A. Lundgren, ad manager of the large lamp division of General Electric, secretary, and E. J. Just, Bayless-Kerr Co., treasurer.

Stahl & Lewis Formed; Adds Bruce-Coraloc

Charles N. Stahl Advertising Agency, Hollywood, has changed its name to Stahl & Lewis Advertising Agency, with the addition of exec vp Donald D. Lewis as a partner and principal stockholder.

The agency has also been named to handle advertising for Bruce-Coraloc Home Pools, a subsidiary of E. L. Bruce Co., Memphis. Stahl & Lewis has moved its New York office to 500 Fifth Ave.

Saunders to Landers, Frary

Terry J. Saunders, formerly associate art director of Fuller & Smith & Ross, Pittsburgh, has joined Landers, Frary & Clark, New Britain, Conn., as art director for its line of Universal electric housewares.

Award Winners

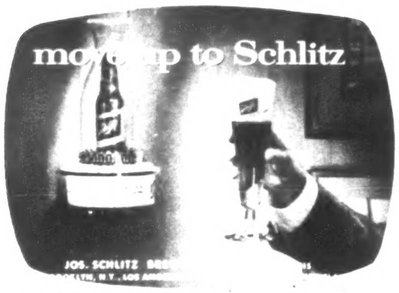
AMERICAN TV COMMERCIAL FESTIVAL

Produced by Wilding TV

BEST/CAKE MIXES
Duncan Hines Early American Cake Mix
Advertiser: Proctor & Gamble
Agency: Gardner, St. Louis
Production Company: Wilding TV
Agency Producer: May Kohler
Director: Michael Stehney

Runner-Up/CIGARETTES & CIGARS
Marlboro "Coffee"
Advertiser: Philip Morris
Agency: Leo Burnett
Production Company: Wilding TV
Agency Producer: Don Tennant
Director: Joe Morton

Finalist/AUTO ACCESSORIES
Delco Batteries "Fire Fighters"
Advertiser: United Motors Service
Agency: Campbell-Ewald, Detroit
Production Company: Wilding TV
Agency Producer: Dave Greene
Director: Joe Morton



Finalist/BEERS & WINES
Schlitz Beer "Viewpoints-Backyard Grill"
Advertiser: Schlitz Brewing
Agency: J. Walter Thompson
Production Company: Wilding TV
Agency Producer: JWT Staff
Director: Michael Stehney

HYGRADE'S
RELIABLE
CHILI CON CARNE

Finalist/MEAT PRODUCTS
Hygrade Brand Meat Products "Who Makes Meats"
Advertiser: Hygrade Food Products
Agency: W. B. Doner, Detroit
Production Company: Wilding TV
Agency Producer: Roy Gould
Director: Tony Wells

Finalist/PACKAGED GOODS (Candy)
Doublemint Gum "Bowling"
Advertiser: P. K. Wrigley
Agency: Arthur Meyerhoff, Chicago
Production Company: Wilding TV
Agency Producer: Frank Atlass
Director: Joe Morton

. . . and we're proud of these too.

Johnson's Pride—*Needham, Louis & Brorby;* Standard Oil—*D'Arcy;* Pillsbury, Kellogg, Swift and Co., Pure Oil—*Leo Burnett;* Busch-Bavarian, Mayrose, Pet Milk—*Gardner;* Toni (Adorn)—*North Advertising;* Rexall, Dodge-Chrysler, Autolite—*BBD&O;* Armour—*Young and Rubicam;* 20 Mule Team Borax—*McCann-Erikson;* Quaker Oats—*J. W. Shaw;* 1st National Bank—*Foote, Cone & Belding;* Santa Fe Wine—*Cole, Fisher, & Rogow;* Ford Motor Company—*J. Walter Thompson;* Alcoa—*Fuller, Smith & Ross*

Wilding tv
CHICAGO ● DETROIT ● HOLLYWOOD

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS
VA
N C
S C
GA
ALA
MISS
ARK
LA
FLA

In the Top 20 in Total Retail Sales

Stands Out in Furniture, Household and Radio Sales

Plant your household advertising in Greensboro—the market with a knack for making sales grow. Greensboro sells a lot of furniture, household goods and radios—trails just behind such primary markets as Knoxville and Little Rock. 22% gain 1959 over 1954—a not uncommon sales gain for advertisers in the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

How to make your advertising dollars work harder to beat today's "Profit-Squeeze"

Read what This Week MAGAZINE can do for you right now— to help solve your profit problems!

1. THIS WEEK has the massive audience—more than 13,590,206 families week after week. Broad national coverage, yet with concentrated impact—beyond that of any other medium—in the major metropolitan areas where profit opportunity is greatest!

2. THIS WEEK actually reaches *more* homes in 43 "make-or-break" markets than the average half-hour "Top Ten" network television show.

3. THIS WEEK has the overwhelming acceptance of top retailers and their "buying committees"—the key retail executives whose decisions can make or break any product or any promotion today.

4. THIS WEEK, by far, gives you the lowest cost per thousand for both 4-color and black-and-white pages of any major weekly magazine—and the greatest *circulation impact* of any weekly magazine.

HOW THIS WEEK CAN PROVIDE GREAT SAVINGS FOR MAJOR PRINT ADVERTISERS

	ONE 4-COLOR PAGE			14 4-COLOR PAGES
	Total Circulation	Cost/M	Total Cost	Total Cost
LIFE	6,764,686	$6.96	$47,050	$619,178
LOOK	6,500,000	$6.76	$43,910	$577,855
TOTAL LIFE & LOOK	13,264,686	$6.86	$90,960	$1,197,033
This Week MAGAZINE	**13,590,206**	**$3.91**	**$53,150**	**$635,674**
Dollars saved by using This Week to reach same total circulation as Life and Look combined			**$37,810** 1 Page (4-color)	**$561,359** 14 Pages

Sources—Circulation:
THIS WEEK—average ended 9/30/60
Life and Look—average ended 12/31/60
or rate base when higher

Rates: Currently effective
(Look—effective 7/18/61)

Compare This Week MAGAZINE with television, too!

To reach 13,590,206 homes through television...what show would you have to buy? What price would you have to pay? What chance do you really have of securing such a show?

THE MOST POWERFUL
SELLING FORCE IN PRINT

This Week
MAGAZINE

CIRCULATION 13,590,206

Tunesmiths, Admen Can Commingle—When There's Green Stuff in a Jingle

Ascap Cuts Composing Points for Ads, but Ad Clients Still Call Tune

By Ramona Bechtos

NEW YORK, May 24—Many roads lead to radio-tv jingle production, and most of them are paved with gold.

Scores of song writers, band leaders, musicians, arrangers and singers who have enjoyed varying degrees of success on Tin Pan Alley turn to Madison Ave. each year, and some of them like the neighborhood so well they never leave. Others, tempted only occasionally by the lucrative lures of commercial production, return to the Alley. Among the latter are those who fear over-exposure in the jingle field will harm their standings as artists.

Included in the imposing list of those who stay, however, are such names as Raymond Scott, Mitch Leigh, Jerry Jerome, Charles Goldstein, Howard Plummer, Bob Haggart and Ralph Cummings.

Raymond Scott, who gained fame as the musical director of "Your Hit Parade" and composer of "In an 18th Century Drawing Room" and "The Toy Trumpet," has been devoting his full attention to commercial production in recent years. As head of the Jingle Workshop, Mr. Scott has developed an elaborate machine called the Karloff, capable of producing a variety of musical and electronic effects.

■ Probably Mr. Scott's best known work in the commercial field was his "Be happy, go Lucky" jingle, developed for Lucky Strike.

His wife, Dorothy Collins, gained fame with her vocal rendition of the jingle on "Your Hit Parade."

Last year Mr. Scott wrote a radio-tv jingle for Esso, which has been revived in a current campaign. It begins: "More people the whole world over, stop at the Esso sign for the kind of products and service that are truly super fine."

The Jingle Workshop concentrates on the production of original music. The philosophy of the company was expressed by Chuck Barclay, manager of the workshop, who said, "When you take a pop tune and convert it, the public, upon hearing the melody, will revert to the original pop lyrics."

■ The head of another musical commercial shop, Mitch Leigh, of the Music Makers, does the basic design of commercials himself. A former band leader and member of Alvino Rey's orchestra, Mr. Leigh opened his shop in 1957.

Among the more noted musical themes produced by Mr. Leigh are "Because Beech-Nut coffee is better black, it's better every way" and the National Federation of Coffee Growers of Colombia's "These are the hands of Juan Valdez." About 60% of Music Makers' work is in the production of jingles, but scoring is becoming increasingly important, Herman Edel, exec vp, said. Scoring is background music which sets the mood of a commercial.

An example of a company which utilized both a jingle and scoring in a current commercial is General Mills, for its Betty Crocker cake mixes. Music Makers adapted the popular tune, "It's so nice to have a man (cake) around the house."

■ There is a growing use of agency lyricists in the production of jingles, Mr. Edel pointed out. "Agencies are beginning to recognize that no one can write better about a product than the agency."

(Continued on Page 84)

Sea & Ski puts the world's best filter between you and the sun!
SEA & SKI

SUMMER PUSH—*Sea & Ski tanning lotion will get extensive advertising this summer in magazines and on NBC Radio's "Monitor." Foote, Cone & Belding is the agency.*

Cove Vitamin Tests Heglo, Restorer of Color to Men's Hair

GLEN COVE, N.Y., May 23—Cove Vitamin & Pharmaceutical has budgeted $150,000 to test market a new men's hair preparation, Heglo.

The product, "designed to restore gray hair to its original color," will be introduced next month in New England, Florida, and California. No agency has been assigned to the account, but Smith/Greenland Co., New York, has been retained by Cove for development work.

Edward Bobley, president of Cove, said that if Smith Greenland is not appointed, the company will place its advertising direct.

Cove is a vitamin supplement house that has built up its business via mail order. It has done a good deal of its volume through the charge account files of department stores. It does not have a regular agency.

■ Heglo will be packaged in a 4 oz. polyethylene container to retail at $3.95. Explaining the marketing plans, Mr. Bobley said:

"Extensive research has indicated unmistakably that American men are equally as conscious of age-telling gray hair as women and would like to do something about it. But until now they have resisted the use of what they regard as female-type creams, lotions, dyes, rinses and cosmetic coverups.

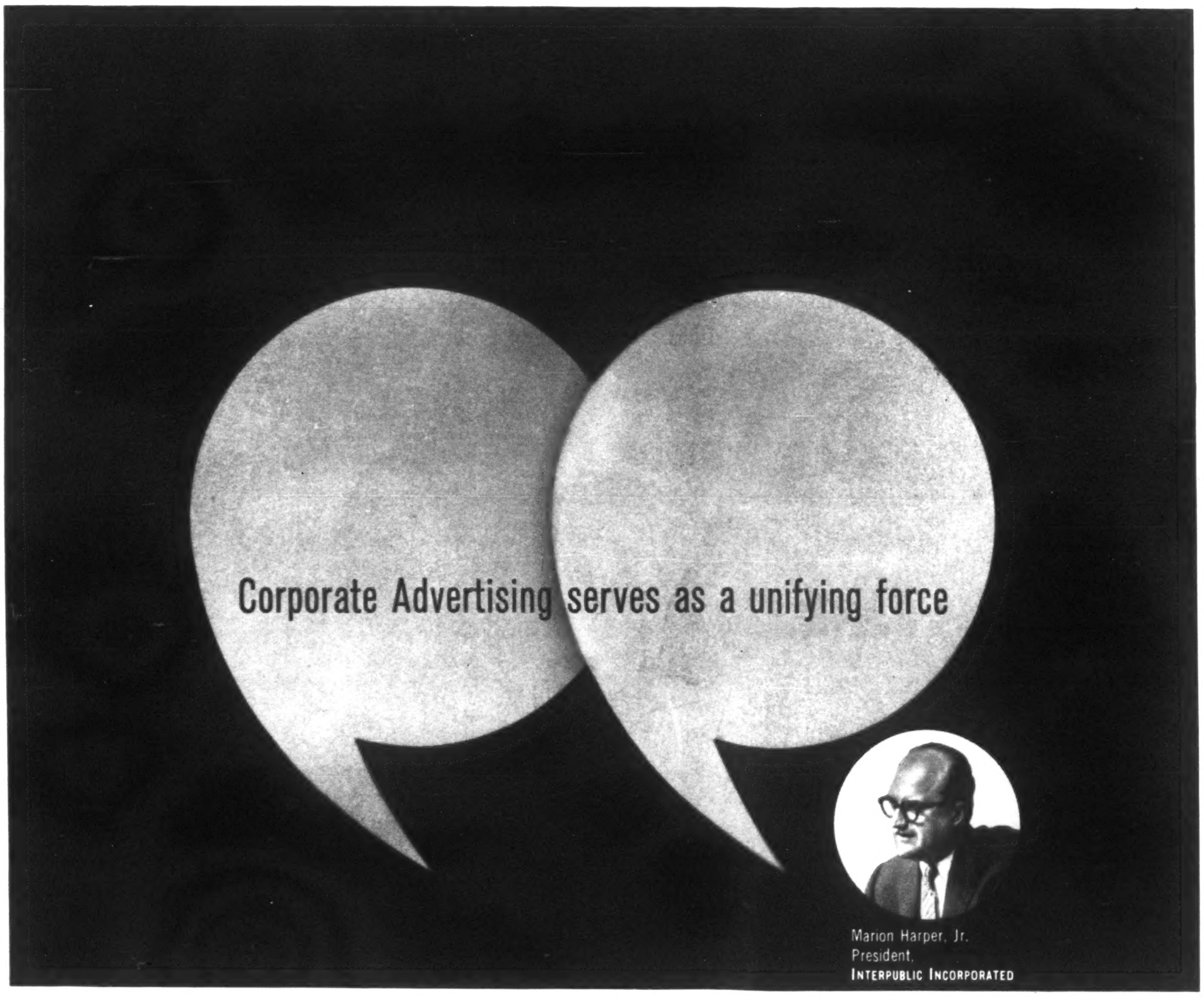
"Findings show that a logical demand exists for an easy-to-apply product that embodies the characteristics of an invisible, greaseless tonic, that leaves a clean masculine aroma, is devoid of dyes and tars and is as convenient to use as any fine hair conditioner. Heglo is such a product." ≠

ADA Offers Recipe Booklet

American Dairy Assn., Chicago, will run one-third page two-color ads in *Parade* June 4 and Oct. 8, offering a recipe book, "50 Wonderful Ways to Use Instant Nonfat Dry Milk," for 15¢. Home economists will receive the same offer through half-page two-color ads in *Forecast* and *What's New in Home Economics* in September, and *Co-ed* and *Practical Home Economics* in October. Campbell-Mithun, Chicago, is the agency.

Fisher Adds Slim-Ade

California Products of Chicago, a division of Dehydrated Juices, has named M. M. Fisher Associates, Chicago, to handle advertising for Slim-Ade, a new low-calorie fruit-flavored beverage base, and other related items. The company expects to spend up to $100,000 on this item this year, depending upon the marketing picture. Newspapers, tv and radio will be used.



"An important value of a company's corporate advertising is that it forces answers to some basic questions:

What business are we in?

How are we different from other companies in our field?

Where do we want to go—in size, geography, and functions?

The need to define and communicate a company's place in business becomes more urgent as new competitors appear on the scene; as companies diversify and enter new fields; as the public shares more broadly in ownership of American industry.

As all these things take place, corporate advertising serves as a unifying force in all of a company's many communications. It raises a corporate banner over each company effort—over each company division and product brand.

If a company projects vague ideas about itself, people are likely to have vague ideas about the company."

SPONSORED BY BARRON'S (THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES)

JOURNAL
THE MAGAZINE WOMEN BELIEVE IN
THE LIFE ENGLAND'S QUEEN LIVES
Suspense Novel
Miracle Do-Overs to Please the Man in your Life
SWEETS FOR
A YEAR

Millions and millions and millions of women

(and a few interested men)

will read Queen Elizabeth's story in the June Journal

In Part I of "The Three Lives of Queen Elizabeth II," the Ladies' Home Journal presents a tradition-breaking study of the queen's married life.

You'll see her and Prince Philip in the public eye (as queen and consort) — and in private moments (as husband and wife). And you'll discover how Philip, after the first galling years, learned to accept his secondary role. (In public, he still defers to his wife — but on weekends at Windsor and vacations at Balmoral, his home is his castle.)

This authoritative new series extends the Journal's record for getting firsthand features on the first ladies of the world: Jacqueline Kennedy, by an intimate friend (February, March, April); Princess Margaret, by her mother-in-law (May); and now Queen Elizabeth, by her personal footman (June, July, August).

Millions of women readers, did we say? *Record* millions, most likely, since we've just completed the biggest four months in the Journal's entire history. Which, on second thought, suggests that this newest evidence of the Journal's editorial one-upmanship will undoubtedly attract droves of *men* as well. *Advertising* men.

When the Journal speaks — women listen

Small Agency Has Chance to Get Slice of Big Account, Sylvania Ad Boss Slater Says

New York, May 23—A small or medium-size agency has a good chance to land a piece of a big corporation's advertising budget, according to an ad director who oversees $4,500,000 in billings.

Edward L. Slater, director of advertising of Sylvania Electric Products, told the League of Advertising Agencies here that "one of the keys to soliciting the advertising of a multi-division company is physical location."

He said a company whose ad department is located away from its central headquarters is "most promising for solicitation." Sylvania, he added, has three ad departments in Boston, one in Buffalo, four in New York, and one in Ann Arbor, Mich.

■ "I can only say that Sylvania—which once used the largest agency in the world, also uses what I will call the world's smallest agency," said Mr. Slater, referring to a one-man shop handling about $50,000 in media billings for Sylvania's lighting fixtures division in Wheeling, W. Va.

[The Sylvania account previously was handled by J. Walter Thompson Co. Kudner Agency replaced Thompson in January, 1960. The Wheeling shop is Sullivan Advertising.]

■ Drawing a parallel between Little League baseball and advertising ("Each team can put only nine men at a time on the field"), he said, "The largest agency in the world with the greatest number of personnel can only assign a specific group of people to a specific account.

"These people may not represent the highest caliber personnel available in the agency. There is also the factor, found by major agencies and corporations, that a certain flexibility of smallness and youth is lost as the operation grows larger," Mr. Slater continued.

"Some major agencies, for example, have production departments which are not flexible enough to handle collateral material fast enough and inexpensively enough to serve the needs of a small division of a major corporation.

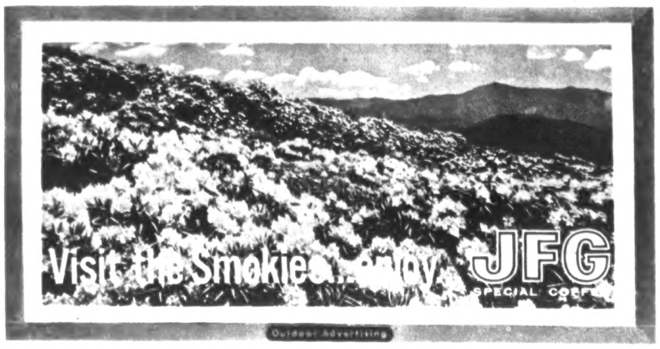
"Under these circumstances, it is very likely that such smaller divisions may seek the services of a medium-size ad agency in an attempt to speed work and reduce costs. Under such conditions, your agency's solicitation has every chance of success," he said.

■ The Sylvania ad boss added that "in almost every major corporation, whether a single agency or a group of agencies is involved, we usually find that collateral material is prepared by outside art and copy sources—at least in part.

"Many agencies have failed to see that preparation of collateral material can not only be an entree into the media advertising portion of the account, for a test campaign or local ad venture, but can also be profitable. Some larger agencies, because of their size and overhead, can't make a profit or move fast enough on collateral material.

■ "I would like to point out that the average large corporation with a major ad program spends virtually dollar for dollar as much in promotional material as it does in media. I am speaking of large diversified industrial and consumer-type companies rather than straight package goods advertisers," Mr. Slater said.

Switching to the personnel side, he charged that "while the ad business talks about recruiting and training top-level personnel—somehow this message is more the subject of conversation than action. I think it is important that an agency hoping to serve a large corporation must be represented by top-level personnel equipped to meet top-level account personnel." ≡



SMOKY PROMOTION—*When the rhododendron begin to bloom in the Great Smokies, outdoor ads like this will go up in six states on the periphery of the rhododendron country. They will advertise JFG coffee. Handling the campaign for the Knoxville, Tenn., company is D'Arcy Advertising Co.*

Price Fix Suit Names Brunswick, Five Others

A suit filed by the state of Michigan and 155 school districts within the state charges six companies with conspiracy to allocate business and fix prices of folding bleachers. Damages totaling nearly $3,000,000 are asked. The companies named are Brunswick Corp., Chicago; Wayne Iron Works, Wayne, Pa.; University Bleachers Co., Champaign, Ill.; Fred Medart Mfg. Co., St. Louis; Consolidated Foundries & Mfg., Chicago; and Safeway Steel Products, Milwaukee.

Schmidt Opens Regional Push

Jacob Schmidt Brewing Co., St. Paul, is conducting a new regional promotion for Schmidt's beer which offers to pay up to $1,000 for acceptable photographs of scenes from the "Great Northwest." The offer is open to both amateur and professional photographers. B&W and color photographs will be accepted up to Dec. 31. The five-state promotion is designed to further the association between the company's product and its slogan, "The Brew That Grew with the Great Northwest." Fyten-Hoffman, Minneapolis, is handling the advertising.

Wickstrom to Mathisson

J. R. Wickstrom has resigned as western advertising manager of Miller Brewing Co., Milwaukee, to join C. A. Mathisson & Associates, Milwaukee. Mr. Wickstrom will join the advertising and marketing group with special responsibility for Miller High Life advertising in 20 central states.

Hennon Joins Reach, McClinton

Thomas J. Hennon, formerly with Colgate-Palmolive Co., has joined Reach, McClinton & Co., New York, as account supervisor for Praise.

Where class is mass Whether they're after all of the market or only part, *retailers* count on the booming, better side of New York for profitable volume.

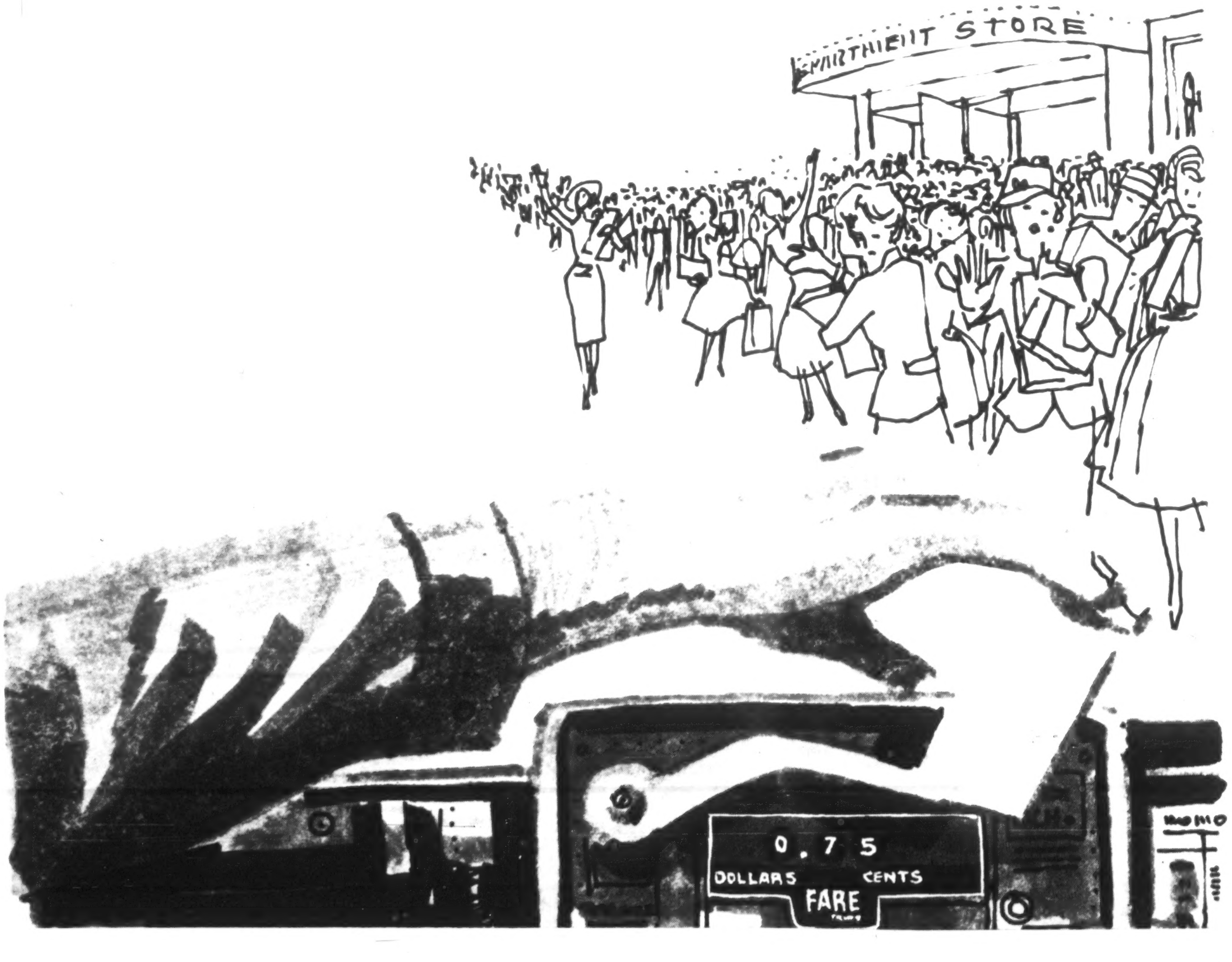
Fifth Avenue merchants sell high fashions, concentrate on style-conscious women and concentrate *in* the World-Telegram.

Herald Square stores sell everybody. But they know that the World-Telegram audience is the better part of everybody for sales action.

You'll find *all 16* major New York department stores in the World-Telegram—with more linage than in any other New York weekday newspaper.

Leading retailers agree: you're not selling New York unless you're in the World-Telegram—the newspaper that goes home and singles out the steady-spending families.

RESPONSE-able
New York
takes home the
WORLD-TELEGRAM
New York's *quality* evening newspaper



TO REACH THE FOREIGN TRAVELER... THE MOST EFFICIENT NEWSWEEKLY

Newsweek
PASSPORT
United States of America

An independent research organization recently conducted personal interviews—in New York, Boston, Chicago, Los Angeles and San Francisco—with 1,000 people traveling to overseas destinations by air or ship.

Some of the highlights are charted below. They demonstrate that, per advertising dollar, Newsweek is the most efficient of the newsweeklies, and the second most efficient of *all* magazines surveyed, in reaching people who travel overseas.

READERSHIP OF PEOPLE TRAVELING OVERSEAS

	TOTAL READERSHIP		TRIP FOR BUSINESS		TRIP FOR PLEASURE		FIRST TRIP		TWO OR MORE TRIPS	
	%	C.P.M.*	%	C.P.M.*	%	C.P.M.*	%	C.P.M.*	%	C.P.M.*
New Yorker	31.2	$10.58	38.7	$22.76	26.7	$19.76	30.7	$42.31	31.4	$14.10
NEWSWEEK	**34.9**	**22.39**	**42.9**	**48.54**	**30.1**	**41.57**	**33.9**	**90.87**	**35.3**	**29.71**
Time	52.8	27.08	62.7	60.85	46.9	48.81	50.0	112.60	53.8	35.66
Holiday	14.8	44.19	13.9	125.77	15.4	68.13	14.2	181.67	15.0	58.39
U. S. News & World Report	14.0	45.32	17.9	94.70	11.7	86.92	5.9	423.00	16.7	50.76
Life	66.6	46.77	66.9	124.10	66.4	75.06	72.4	169.29	64.6	64.63
Sports Illustrated	11.2	55.00	17.1	96.25	7.7	128.33	8.7	280.00	12.1	68.44
Look	44.7	62.19	44.3	175.84	45.0	103.88	52.8	217.84	41.9	93.26
Esquire	9.5	68.42	14.1	122.64	6.7	154.76	7.9	325.00	10.1	86.67
Sunset	5.4	69.81	2.9	342.73	6.9	87.67	4.3	342.73	5.8	87.67
Saturday Evening Post	36.8	80.65	29.9	265.00	41.0	115.94	46.1	253.68	33.6	118.25
National Geographic	9.7	99.48	10.1	253.95	9.4	163.56	5.1	742.31	11.3	114.88

*Cost per mention, based on 1-time B&W rates.

Newsweek ... ahead of the news, behind the headlines ... for people at the top

Court Battle Begins on GOA Injunction Against Gamble-Skogmo Stock Offer

MINNEAPOLIS, May 26—A hearing on a petition by General Outdoor Advertising Co. for a preliminary injunction to restrain Gamble-Skogmo Inc. and Naegele Outdoor Advertising Co. from buying 470,000 shares of its stock at $40 per share, got under way today before Judge Gunnar Nordbye in U.S. district court here.

GOA filed suit here May 22 charging that anti-trust laws would be violated if Gamble-Skogmo and Naegele interests were allowed to buy its stock. Later the same day, Judge Nordbye issued a temporary restraining order barring Gamble-Skogmo's Bertin C. Gamble, president of Gamble-Skogmo; Robert O. Naegele, president of Naegele Outdoor Advertising Co.; and his company from accepting tenders of GOA stock.

Mr. Gamble retaliated yesterday by authorizing Allen & Co., New York stock broker, to extend the time for accepting tenders of GOA stock from May 24, the original deadline, until June 8. Allen & Co. has been working to accumulate 470,000 shares of GOA stock since May 1 (AA, May 8).

■ "The extension is being made in view of the temporary restraining order made earlier this week by the U.S. district court in Minneapolis," Mr. Gamble said. "This order was issued without any opportunity for Gamble-Skogmo to be heard and we are contesting the issuance of the preliminary injunction.

"In view of the court's proceedings and in fairness to the GOA stockholders, all stockholders who have deposited shares or who may do so during the period of the extension, may withdraw their stock at any time," Mr. Gamble said.

Judge Nordbye's order also restrained the defendants from acquiring any further stock interest in GOA, exercising voting rights or electing directors.

■ Mr. Naegele, who attacked the GOA management three weeks ago, charging that "GOA is the worst thing that ever happened to our industry," could not be reached for comment on the GOA suit. Among other things, the suit charged that Mr. Naegele conspired with Gamble-Skogmo in the current effort to buy out GOA.

GOA also charged that prior to April, 1961, Mr. Naegele and R. E. Turner (who ADVERTISING AGE learned was owner of Turner Advertising Inc., Savannah, and a close associate of Mr. Naegele's) "entered into a combination and conspiracy with defendants Gamble and Gamble-Skogmo, the purpose of which was to obtain control of plaintiff in order to (a) effect a consolidation of the operations of plaintiff and the defendant Naegele's companies in those three areas in which there is direct local competition between them, i.e., St. Louis, Minneapolis-St. Paul and Louisville, (b) cause plaintiff's operations in other areas in which direct intra-area competition exists to be sold to or merged with its major competitor in each of said areas, and (c) combine the outdoor advertising operations of plaintiff, defendant Naegele and defendant Gamble."

■ If Gamble-Skogmo and the Naegele interests are allowed to buy GOA, it would result in the following violations of the Clayton Act, the GOA suit asserted:

1. "Existing and potential competition between plaintiff and defendants will be eliminated or substantially lessened.

2. "Defendants would have sufficient voting strength to elect representatives to, and under certain circumstances would control and dominate, the board of directors of plaintiff General Outdoor and thus destroy or greatly impair the independence of that company.

3. "Substantial and direct competition between plaintiff and defendant Naegele's companies would be eliminated or substantially lessened.

4. "Substantial and direct competition between plaintiff and other standard outdoor advertising companies would be eliminated or substantially lessened in those areas in which they each maintain standard outdoor advertising service.

5. "Defendants would be in a position to influence the plaintiff to raise its prices to the detriment of plaintiff's customers, as well as to the purchasers of plaintiff's outdoor advertising display service.

6. "The outdoor advertising display service of Walker & Co. would be combined with that of plaintiff, thus bringing about the result forbidden by the anti-trust consent decree of Oct. 2, 1955, as amended.

7. "Defendants would control outdoor advertising operations serving a total population of approximately 42,000,000 in 849 U.S. markets including 55—26%—of the 210 Standard Metropolitan Statistical Areas." ═

Magazine Ad Bureau Fights Other Media With Promotion Film

NEW YORK, May 24—The magazine industry has enlisted motion pictures to help carry the promotional ball in its drive against tv, radio, and newspapers.

A 30-minute film dealing with the values of magazine advertising at the point of sale has been released by the Magazine Advertising Bureau of the Magazine Publishers Assn. (AA, May 15).

Made in cooperation with the Assn. of National Advertisers, the 16mm film sells magazines, then launches into one of three panel discussions by wholesalers and retailers in package goods, selective selling, or specialty outlets.

The film is being loaned free to advertisers, agencies, retailers, publishers, colleges and universities. The MAB has 150 showings booked, mostly among advertisers. It has arranged for 30 publishing companies to show the film, titled "Ideas Inside," to some of their 60 magazine staffs.

■ According to James W. Strongin, MAB presentations director, "the project will enable us to take advantage of a franchise that magazines started—point of sale merchandising."

MAB's drum-beating points up a big void. According to the three sets of panelists, advertisers' salesmen have not followed through after magazine money was laid out.

One package goods panelist says:

"We found that we have to dramatize magazine advertising, talk to the men in terms of what it will do for them, how much money it will put in their pockets, why it is worth the extra three or four minutes on each call to go over it with the retailer.

"We don't believe that just getting up in a sales meeting and saying, 'Old Forester is going to be advertised in *Life* or *Look*, or Gordon's gin in *Life*, or Four Roses in *The New Yorker* is good enough'."

Evening in Paris

FOR TEENERS—*Bourjois Inc. will make a bid for the teen market, starting with this page in teen and movie books in June. Lawrence C. Gumbinner Inc. is the agency.*

Bourjois to Use Fabian, Frankie, Sal to Lure Teens

NEW YORK, May 24—Bourjois Inc., which refers to itself as the one fragrance that never resorted to "snob appeal," will use teen attractions like Fabian, Frankie Avalon and Sal Mineo in a renewed effort to capture the 13-19-year-old market for fragrances.

Magazine pages depart from previous advertising by highlighting the corporate Bourjois name along with the company's Evening in Paris brand. Slogan for the series is "Daydreams come true with Evening in Paris—Bourjois." Smitten teen agers will be shown in surrealistic settings, along with "dreamy" entertainment personalities.

Bourjois said it expected to spend $500,000 on the drive in the next 11 months. On the schedule are *Ingenue, Modern Screen, Motion Picture, Photoplay, Screen Stories, Seventeen* and *'Teen*.

Lawrence C. Gumbinner Inc. is the Bourjois agency.

■ For older friends of teen agers—those not quite so susceptible to the charms of Fabian, Avalon and Mineo—Bourjois has scheduled a year-long series of one-column institutional ads in *McCall's, Modern Romances, Redbook, True Confessions* and *True Story*.

Bourjois said Evening in Paris Christmas sets have been the best selling toiletry during the holiday season, and the aim now is to diversify sales and spread out the advertising. ═

Calvert Ads Tell 'Breakthrough' in Dryness of Its Gin

NEW YORK, May 25—Calvert Distilling Co. has launched a "buffet-style" campaign in 200 newspapers announcing "Breakthrough in gin dryness. New Calvert gin is 100% dry."

The campaign uses ads ranging from 1,200 lines down. These are expected to run every few weeks through the year. They will be interspersed with smaller "talking bottle" ads ranging from 300 to 600 lines. Currently confined to newspapers, the drive may go into magazines later.

Typical copy in the "talking bottle" series reads: "He loves me, he loves me, he loves me. He loves me tall, he loves me short. He loves my clarity, he loves my dryness (all 100% of it.)"

Other headlines are "I'm a Gibson Girl" and "Tom Collins calls me the 'coolest'."

Compton Advertising is the agency. ═

Denver BBB Drops $180 Fee from Its Truth Emblem Plan

DENVER, May 25—The Denver Area Better Business Bureau has dropped its flat $180 fee for participation in its controversial emblem-of-truth program (AA, Feb. 27, March 20, 27, May 15), amid signs that other bureaus are becoming interested in the plan.

The $180 fee in Denver will be replaced by fees determined for their members by individual trade groups. The fees will be used for "education and policing," Dan Bell, Denver bureau executive director, said.

He added that the fee system, criticized by some local organizations, was not a factor in the Denver bureau's recent dispute with the Assn. of Better Business Bureaus. The latter has given the Denver unit until Oct. 15 to bring the program into line with national BBB policies or face loss of national affiliation.

The board of directors of the Denver bureau has accepted an offer from the national organization to make available a committee to aid in the development of a program for adaptation by better business bureaus throughout the country, Mr. Bell said.

■ Denver directors have reaffirmed their support of the truth emblem program. On May 18, they unanimously adopted a resolution calling on the bureau to "continue to promote the concept of positive, visual expression and of the desire of legitimate business to maintain high standards."

They also resolved that the "Better Business Bureau truth program, as a mechanical means of implementing this concept, be developed with such modifications and improvements as needed to attract and stimulate the greatest possible acceptance and participation."

The resolution, published in an ad in Denver newspapers May 22, also requested the national organization to appoint a committee to aid the Denver bureau in the development of the program in a manner compatible with national policies.

Francis VanDerbur, board chairman of the Denver bureau, earlier said that the "real objection" of the national association to the Denver program was to the words, "Better Business Bureau," appearing on the emblem posted in participating merchants' stores.

■ He said that this was interpreted by some critics as "BBB endorsement to any and all businesses" and predicted that the wording may be changed to meet objections.

Kansas Wheat Group Tests Redi Wheat as Market Widener

(Continued from Page 3)

vised by both the agricultural services.

Wichita was chosen for a test because it is a fair cross-section of airplane factories, farm interests and because it has a residential district of business and professional people.

Only about $4,000 was used there, in tv spots and two-color newspaper ads plus some radio.

A four-week test period stopped in March, and then a six-week period of silence, with no advertising, began. Results of the whole test should be available at the end of May or early June.

The advertising survey is being conducted to see how the product sells with advertising, next, how it sells with no advertising, and then, how it sells when advertising starts again.

Advertising campaigns are being carried out similarly in Dodge City, Kansas City, Lawrence, Manhattan, Salina and Topeka.

Sales have been highest in areas where wheat is a big part of the economy, as in Dodge City. High Plains Advertising Agency in Dodge City is in charge of all the advertising and public relations for the product.

■ The product's simplicity and versatility are being plugged hard. A book of recipes has been made available and the wheat commission sends out releases on how to serve it.

Some suggestions on how to eat it: Redi wheat and gravy; simply covered with butter; added to party dip; meat loaf; casserole; meat balls; and hamburger. It can be used in soups or for cereals.

Samples of the wheat will be given to persons who will attend Kansas Centennial exhibits at Topeka and Wichita this summer.

The food has been named the Kansas Centennial food, and will be served in Kansas restaurants as part of their regular menus.

The wheat growers cooperated with the Kansas Wheat Commission in the Kansas City marketing test. Other wheat groups have participated in the project through the regional organization of Great Plains Wheat Inc. ═

'Golden Lulus' Awarded to 27 L.A. Adwomen

LOS ANGELES, May 24—The Los Angeles Advertising Women climaxed its 15th annual competition last night with presentation of "Golden Lulu" trophies to 27 western adwomen.

The competition was open to adwomen in the 13 western states and western Canada. Award winners, all in Los Angeles, unless otherwise indicated, included:

Magazines

General consumer copy—Marilyn Hart, Kenyon & Eckhardt; **trade copy**—Bette Lou Maybee, Carson Roberts; **layout**—Peggy Shaw, Mytinger Corp., Long Beach; **illustration**—Greta Elgaard, Hollywood, and Ruth Rainville Langdon, Carson Roberts (tied).

Newspapers

Small space general consumer copy—Margaret Greenfield, McCann-Erickson, San Francisco; **large space consumer copy**—Janet Boden, Doyle Dane Bernbach; **large space retail copy**—Gena Mehn, May Co., San Diego; **large space layout**—Pauline Brewster, Liberty House, Honolulu; **large space illustration**—Barbara Steele, May Co.

Television

Commercials of one minute or more—Rubye Mae Griffith, Erwin Wasey, Ruthrauff & Ryan; **20 seconds or less**—Orva Huff Smith, Phillips-Ramsey, San Diego.

Complete campaigns

Maggie Pexton Murray, May Co., and Barbara E. Kelly, Cole of California.

Research

Quantitative—Dorothy D. Corey, Facts Consolidated; **qualitative**—Lynn Medberry Freeman, Carson Roberts.

Sales promotion

Copy and ideas—Cynthia Lawrence, Carson Roberts; **layout and art**—Barbara Currey Wood, also C.R.

Motion pictures

Business—Joanne Norman, John Urie & Associates; **public service**—Betty Hopkins, Community Chest of Los Angeles; **Soundslide**—Fran Harris Tuchman, Harris-Tuchman Productions.

Store promotion—Irene J. Edwards, Lacinda of California; **special event promotion**—Josephine L. Brooker, Buttrey's Department Store, Great Falls, Mont.

Publicity—Paula Kent, Union-Tribune Publishing Co., San Diego; Jacqueline B. Johns, Levitt & Brandt; Fran O'Neal, Fran O'Neal Associates; and Elaine Ellis, United California Bank.

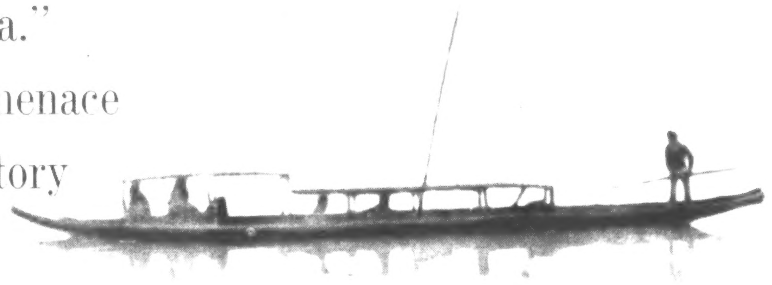
In addition to the Lulus, 29 certificates of merit were also awarded. ═

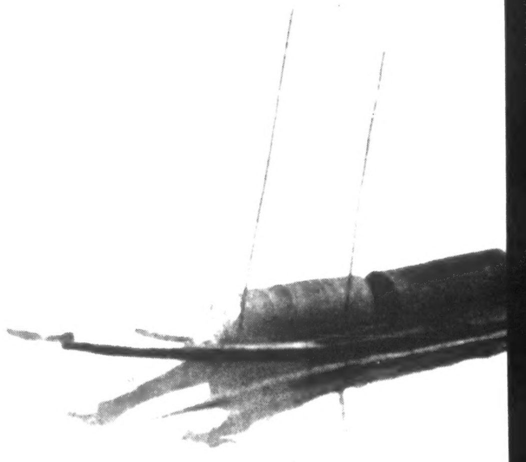
Ralston Names Symonds

Bruce K. Symonds, assistant to the director of Chow advertising, Ralston Purina Co., has been named manager of the company's foreign advertising, effective June 1. He will replace E. W. Kosfeld, who died in April. Mr. Symonds will direct the advertising of Purina agricultural products in Canada, Central and South America and the Caribbean.

"The people of Laos are Buddhists
and Buddhists don't kill people,"
reports LOOK writer Chester Morrison
after weeks in Asian trouble-spots.
Pacifism, lethargy, indifference.
These Laotian traits make it easy
for the Reds to take over,
and "if Laos falls, there goes Asia."
The current LOOK captures the menace
of creeping communism in the story
of people who must face it:
Laotian boatmen who ignore the war...
monks who don't believe in war...
a gentle soldier who fights the war–
by firing over
his enemy's head.
Through an understanding of people
like these comes new understanding
of great issues and events... in LOOK,
the exciting story of people.

LOOK





Read THERE GOES ASIA, in the June 6, 1961 LOOK

Pritikin Raps 'Pompous, Boastful' Ads at California Four A's Session

(Continued from Page 1)

who set campaign platforms, later to be modified by committees.

"When the platform is agreed upon, the campaign is ready for execution by the creative department. The creative group then writes the words, and draws the pictures and prepares its presentation for the account group. It's time now for the slaughter . . . the great conference room free-for-all. Everyone's invited. It's opinion time . . . It's time to converge on the scripts and nibble at the words; it's time to hack at the layouts . . . and finally when the jamboree is over, the campaign is ready for the client," Mr. Pritikin said.

■ And, he said, "This is where the ad game really starts . . . as the campaign is bounced like a rubber ball back and forth from the agency to the client. And sometimes the game lasts for weeks, until finally all the bounce is gone, and the game is called (no winner), and the campaign is stamped, 'Approved for production'."

"It's ready now for the people," Mr. Pritikin said, "ready to shout, pound and drive its message home with a steady staccato of ridiculous, pompous, braggart and innocuous ideas."

■ Mr. Pritikin charged that the "outrageous departmentalization of most agencies is working a terrible hardship on our product—which is ideas. There is only one motive power behind a great ad. And that's the single positive approach of a single brilliant creative salesman.

"But today, ads are made by teams, and decisions are in the hands of groups, whose only motive power is caution, compromise and fear. And the ads that they make are dull and deadly," Mr. Pritikin charged.

He listed "disarming honesty," exemplified in Volkswagen ads, and intelligence, as forces that can work magic in advertising.

According to him, "90% of all advertising seems to be written for boobs. Or maybe it's written by boobs. Do writers still believe the average intelligence of the public is 12 years old? Even if you accept that doctrine—have you ever talked to a 12-year-old?" Mr. Pritikin asked.

■ "Bring a little fearlessness to your advertising, and you'll bring to your advertising a little magic," he said, urging admen to strike two words from their vocabulary. The words, he said, are: "You can't."

"How many wonderful ideas never even made the trip to the client's office because an account executive said, 'You can't?' How many wonderful campaigns never even made the short trip from a copywriter's idea to the typewritten page, because the copywriter himself said, 'You can't?' " the speaker asked.

Mr. Pritikin urged copywriters and account executives to realize that they are salesmen, who need unusual honesty and sincerity to sell through their impersonal methods.

"If you were selling toothpaste over a counter, could you look a person right in the eye and say, 'Don't let romance fade—fade—fade away?' Of course not. You'd get smacked right in the choppers. And I might remind you, more than one person has kicked a hole in his tv set," Mr. Pritikin said.

■ Enjoy yourself.

This formula "for everyone in the advertising business to be sure of success" was offered at the seminar by Hanley Norins, vp and creative director of Young & Rubicam.

Mr. Norins spelled out his formula for advertising success in "Norins' Law":

"To the extent that you enjoy yourself when you're creating an ad campaign, to that degree will your campaign be successful.

"The more we put of ourselves into our ads and commercials, the more people will get out of them," he explained.

Mr. Norins urged his audience to consider why people enjoy being entertained by some of the great performers in show business and provided his own answer: "You can tell they're enjoying themselves when they're performing. And that's why people enjoy them."

■ He said he could positively guarantee success to admen who will follow his formula.

"But how do you go about enjoying yourself when you're creating a campaign? That's simple: The way you enjoy any game. You become intensely, wholeheartedly absorbed in it," he said.

"For example, a copywriter, as in the game of charades, can get to play many parts. He can be a sort of Fred Demara, enjoying a dozen different careers, all in this one career. He can be a reporter, a detective, a daredevil, a singer, a cloak-and-dagger spy, an inventor, a director, a poet—all in one person," Mr. Norins said.

"Think back to the ads you've worked on when you didn't enjoy yourself. The ideas were a bore if they were copied from someone else; if a committee got to work on them, and worried them to death; if the researchers got hold of them, and quoted chapter and verse on why they wouldn't work. To the extent that all those things happened, your ideas were diminished in effectiveness," Mr. Norins said.

■ To those who would insist on a "sure" method of determining that an "enjoyable" campaign is good, he offered this reply, directly quoting Ed Zern, of Geyer, Morey, Madden & Ballard:

"There's something in the mind of a creative adman that goes 'boinnng' when he reads certain pieces of copy, or sees certain ad illustrations and designs, or watches certain television commercials—something that tells him, this is damned good advertising, and makes him wish he'd done it himself, for one of his agency's clients."

Mr. Norins then displayed eight ads that have made his mind go "boinnng" in the past few months. "I have only to look at them to know that the people who created them enjoyed themselves. I'm also willing to bet that these ads will get results," he said.

The "boinnng" ads were for Quantas, Sunkist lemons, British Travel, Oroweat bread, Morton salt, Volkswagen, Yardley, and Rainier beer.

He also cited tv commercials for Johnson's baby powder, Jell-O (with Chinese baby) and Maxwell House coffee (percolator) as "products of people who enjoyed themselves. As a result," he said, "the people who see them enjoy themselves, too."

■ Harry W. McMahan, tv commercial consultant and Advertising Age columnist, told the more than 200 delegates that the top 25 agencies in the U.S. "now allocate more than 50% of their billings to tv.

"Today," he added, "we have the smartest tv viewer on earth, and a simple look at the record reveals that the public will not buy what it does not want.

"Advertising, particularly in tv," Mr. McMahan asserted, "can help make the first sale, but only the quality of the product will produce repeat sales."

Alan Cundall, a copywriter of Guild, Bascom & Bonfigli, preceded his review of the current GB&B campaign for Pacific Telephone Northwest, Seattle, by revealing "two basic principles which underlie operations of GB&B: (1) most people pay no attention to most advertising, and (2) most people don't believe most advertising they do pay attention to." #

A masterpiece of precision quality fashioned in the finest furniture!
An exciting new home entertainment center!
ADMIRAL
Three precision quality instruments in one decorator cabinet
New Stereo Hi-Fi Phono
New Admiral FM-AM Radio
New Admiral 23" TV

ADMIRAL STORY—*Admiral Corp. will use page plus one-column b&w magazine ads for its "stereo theater" sets. The introduction of the 1962 electronic line will kick off with ads in Harper's Bazaar in August and September.*

Admiral Dealers Told of $1,000,000 Campaign in Fall

Las Vegas, May 23—Admiral Corp., Chicago, will launch a heavy print campaign next fall for its 1962 line of 23" television sets, radios and stereo phonos.

The company estimated that $1,000,000 will be spent in national and local promotion during the August-December drive.

Charles S. Grill, advertising manager, disclosed details of the campaign as Admiral showed its 1962 electronic line to 2,000 dealers here.

He said 61 ads have been scheduled in 15 magazines, making this the heaviest concentration of national advertising undertaken in the last five years by Admiral.

National advertising will concentrate on the company's new Masterpiece tv and stereo line, while local newspaper ads will promote price leaders.

■ Theme for the 23" tv and stereo ads will be: "A masterpiece of precision quality fashioned in fine furniture." Radios will be promoted on the basis of performance and quality.

The magazine campaign will kick off with two four-page b&w ads for tv in August and September issues of *Harper's Bazaar*, keyed to a fashion theme.

The full magazine schedule for tv sets includes *Ebony* (2), *Esquire* (2), *Harper's Bazaar* (2), *Holiday* (1), *House Beautiful* (2), *House & Garden* (2), *Life* (6), *Living for Young Homemakers* (1), *Look* (3), *The New Yorker* (5), *The Saturday Evening Post* (6), *Sunset Magazine* (3), *Time* (2) and *Town & Country* (1).

With the exception of two ads in *Harper's Bazaar*, Admiral will promote its stereo line with single ads in the following magazines during the fall push: *Esquire*, *Holiday*, *House Beautiful*, *House & Garden*, *Life*, *The New Yorker* and *Post*. Tv-stereo combination ads will be page and one column.

■ Admiral's radio line will be promoted in *Esquire* (1), *Life* (1), *National Geographic* (1), *The New Yorker* (2), *Post* (1), *Sports Illustrated* (3), *Sunset* (2), and *This Week Magazine* (1).

Most ads for stereo and tv will be b&w pages, Mr. Grill said, although color tv will be promoted with color pages. #

Not Shell's Peroxide, Says Yardley; Didn't Mean It Was: Shell

Cape Canaveral, May 26—An official of McDonnell Aircraft Corp. today said that no hydrogen peroxide manufactured by Shell Oil Co. went aboard the space craft that carried Cmdr. Alan Shepard on his historic May 5 journey.

John F. Yardley, base manager for McDonnell at the Cape, said: "After checking here, we find that there was no Shell hydrogen peroxide aboard Capsule 7. The peroxide was produced exclusively by the Becco chemical division of Food Machinery & Chemical Corp."

His statement thus appeared to cap complaints (AA, May 22) by McDonnell's ad manager, John H. Bickers, and David Levy, an account man who since has moved from Ellington & Co. to Victor A. Bennett Co., both in New York, that a May 6 Shell "Bulletin" newspaper ad which tended to link its hydrogen peroxide with the U. S. space program—was in error. Both Mr. Bickers and Mr. Levy had given the credit to Becco.

■ Shell, meanwhile, issued a four-page point-by-point answer to the charges and said: "We leaned over backwards to keep from implying that Shell's hydrogen peroxide was *the* hydrogen peroxide used in the Mercury [space vehicle]. But we did intend to suggest that it *might* have been. Because that is what we believed, and still believe, to be true." #

Minute Maid Tests Vi Pro Min

Minute Maid Corp., Orlando, Fla., is testing a frozen vegetable concentrate, Vi Pro Min, in Cleveland, Grand Rapids, Indianapolis, Memphis, Providence and St. Louis. The product aims at the weight-reducer market. A 49¢ can containing 236 calories is said to substitute for two daily meals. Newspapers and tv are being used.

Falstaff Move Into Detroit May Trigger Beer War

(Continued from Page 2)

reducing inventory, and President Erwin H. Haass said recently that sales have stabilized.

■ Goebel is playing up its bantam bottle, with a new full-color foil label and a new illustration of the bantam rooster. Referring to the bantam, E. A. Garcia, Goebel vp and director of advertising, said, "This is the thing that put us across."

Goebel also has a new package for its 8-oz. cans. Nearly all of the company's advertising money is going into the new packages, and such point of purchase items as wire hangers, bottle toppers, table tents, menu clips, etc.

Two years ago, Goebel spent an estimated $2,600,000 on advertising. In 1960, according to Mr. Haass, this was cut down to $550,000, largely by eliminating tv sports coverage.

One key change which Goebel has made: The slogan, "Made with crystilled water," has been thrown out the window, and replaced with "Right from the Cyprus casks of Goebel," which was used several years ago.

■ Old Milwaukee came into the Detroit area in 1959, and has sold around 1,600 barrels a month. Taking a cue from E&B, Old Milwaukee this week came out with a 16-oz. throwaway bottle priced with local 12-oz. bottles. First reports say the new package is selling well.

E&B, an old-time Detroit brewery, began pushing its 16-oz. bottle in 1959, and last year sales jumped from 171,165 barrels to 333,900—and for the first time in several years the company showed a profit.

E&B sales the first four months of 1961 are just about even with last year, and the company is beginning to advertise its new 28-bottle case.

Stroh's, which turned out 2,075,475 barrels of beer last year, is still the area's leader, although 45% of Stroh's production goes out of Michigan. The company is strong in Indiana and Ohio, and is moving into West Virginia and Pennsylvania.

■ Stroh's is enjoying the advantage of backing a winner. The Tigers, currently the hottest team in the major leagues, have attracted a fever of radio and tv interest that gives Stroh's (a one-third sponsor) maximum broadcast exposure.

Earlier in May, Stroh's management heard presentations from MacManus, John & Adams and Zimmer, Keller & Calvert, which has been the agency for more than 20 years. No decision has been announced, but it is understood that if a switch is made, it would not take effect until Oct. 1, when the baseball season ends.

The price advertising in Detroit probably will become more active after June 20, if the $1.50 a barrel "nuisance" tax is not renewed. The tax expires on that date, and unless the legislature takes action when it reconvenes on June 8, the expiration will hold.

The $1.50 tax cut reportedly will be passed on to the retail customers.

■ E&B advertising is handled by Simons-Michelson, and Campbell-Ewald still is the agency of record for Goebel. Representatives of Dancer-Fitzgerald-Sample have been in Detroit investigating space and time buys for Falstaff. Post & Morr is agency for Old Milwaukee. #

Last year...

3,918,983 letters, phone calls and visits from readers were received by the NEW YORK NEWS!

Reader Response SCORECARD

670,000 bought Fashion Patterns & Books, Needlework Patterns and Designer Dollar Patterns.

1,069,000 entered The News Football Consensus.

806,000 contacted The News Information Bureau.

37,000 wrote to the Editor.

65,000 made Food Inquiries.

247,986 sent entries in The News World Series Contest.

113,725 contributed to News Features, *"Bright Savings"*, *"Voice of the People"*, *"Household Helps"*, *"Inquiring Fotographer"*, *"Embarrassing Moments"*, *"Real Life Stories"*.

86,272 asked about Interior Decorations.

83,175 queried *"Correct Thing"*.

78,000 sent photos to the Beautiful Child Contest.

135,000 attended News-sponsored events.

Here is dramatic evidence that The News has the most responsive audience in the world.

Here is a newspaper that provokes thought, stimulates action, elicits reader response in numbers unmatched by any other newspaper in the country. By mail, by phone and in person, News readers by the millions contacted their favorite newspaper. They mailed in money for patterns, cook books, weather almanacs and income tax books . . . bought tickets to News-sponsored events . . . flocked to The News Information Bureau for help on a score of subjects, and wrote thousands of letters to the Editors for insertion in The News itself.

Here is tangible proof that News readers respond enthusiastically to News features and services. And market-wise Advertisers know they respond just as eagerly to the advertising columns, which is one big reason why FOR 30 CONSECUTIVE YEARS THE NEWS LED ALL NEW YORK NEWSPAPERS IN RETAIL ADVERTISING!

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

More than TWICE the circulation, daily and Sunday, of any other newspaper in America.

IDEAS for more living per square foot

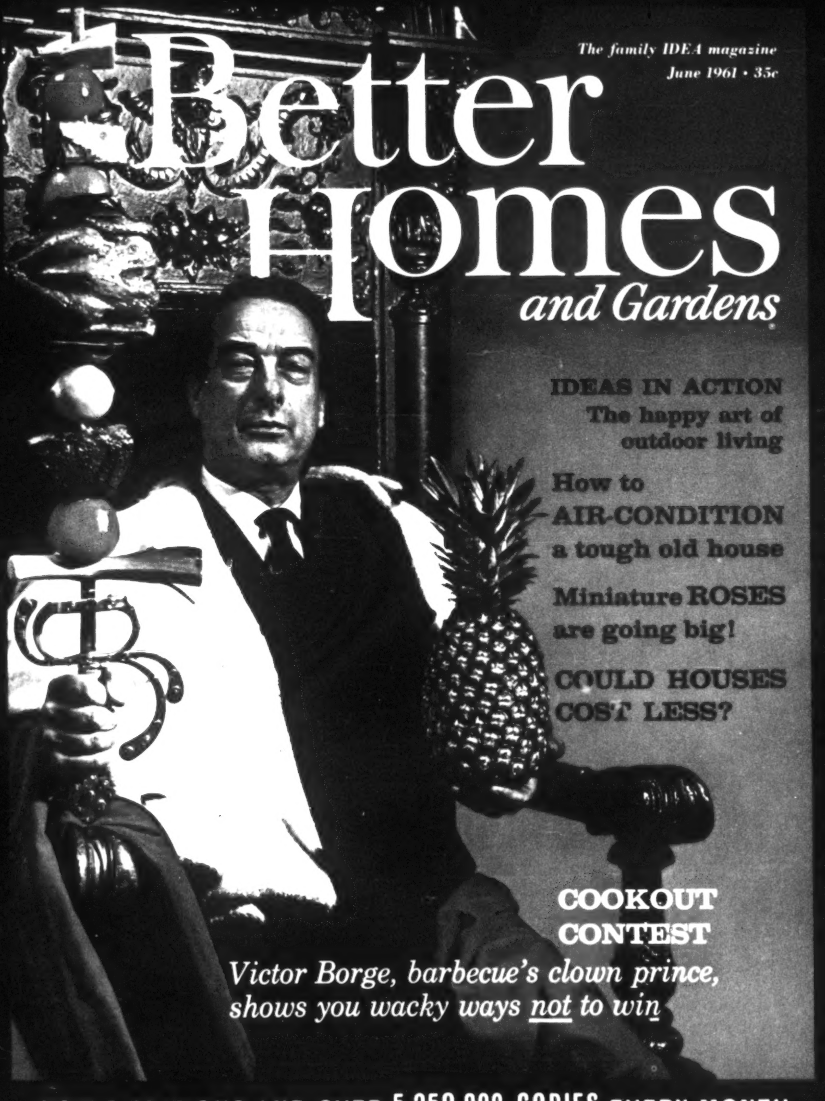
THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering*—all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

Sixteen million men and women—*like that*—turn to the pages of BH&G month after month. Actually, during the year, *a third of America*—the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

Where America shops for IDEAS that make SALES



The family IDEA magazine
June 1961 • 35c

Better Homes
and Gardens

IDEAS IN ACTION
The happy art of outdoor living

How to AIR-CONDITION a tough old house

Miniature ROSES are going big!

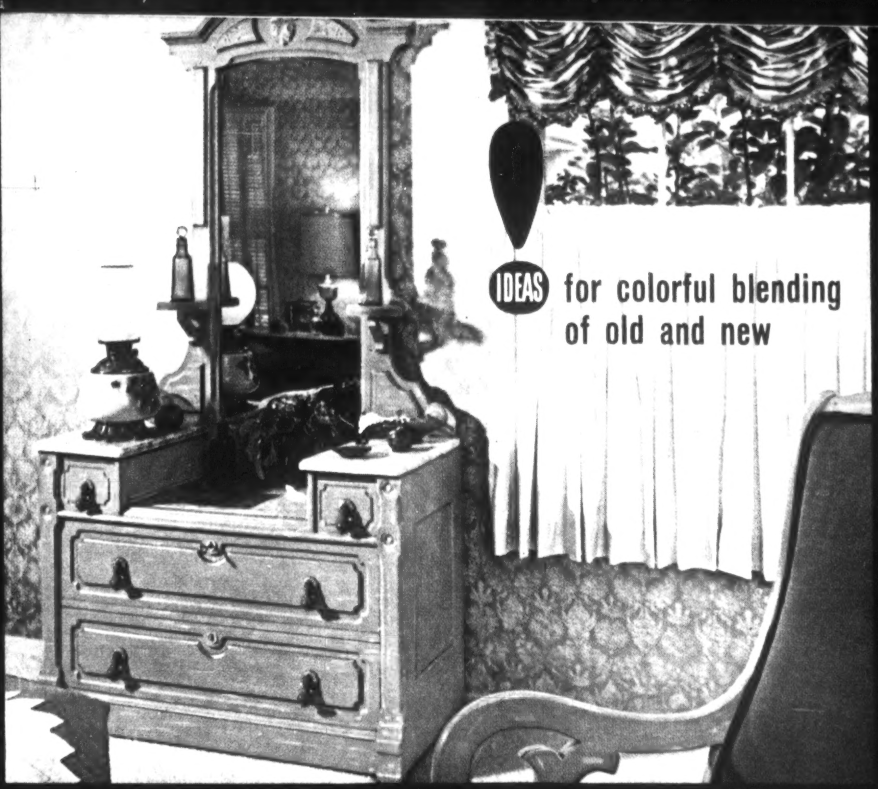
COULD HOUSES COST LESS?

COOKOUT CONTEST

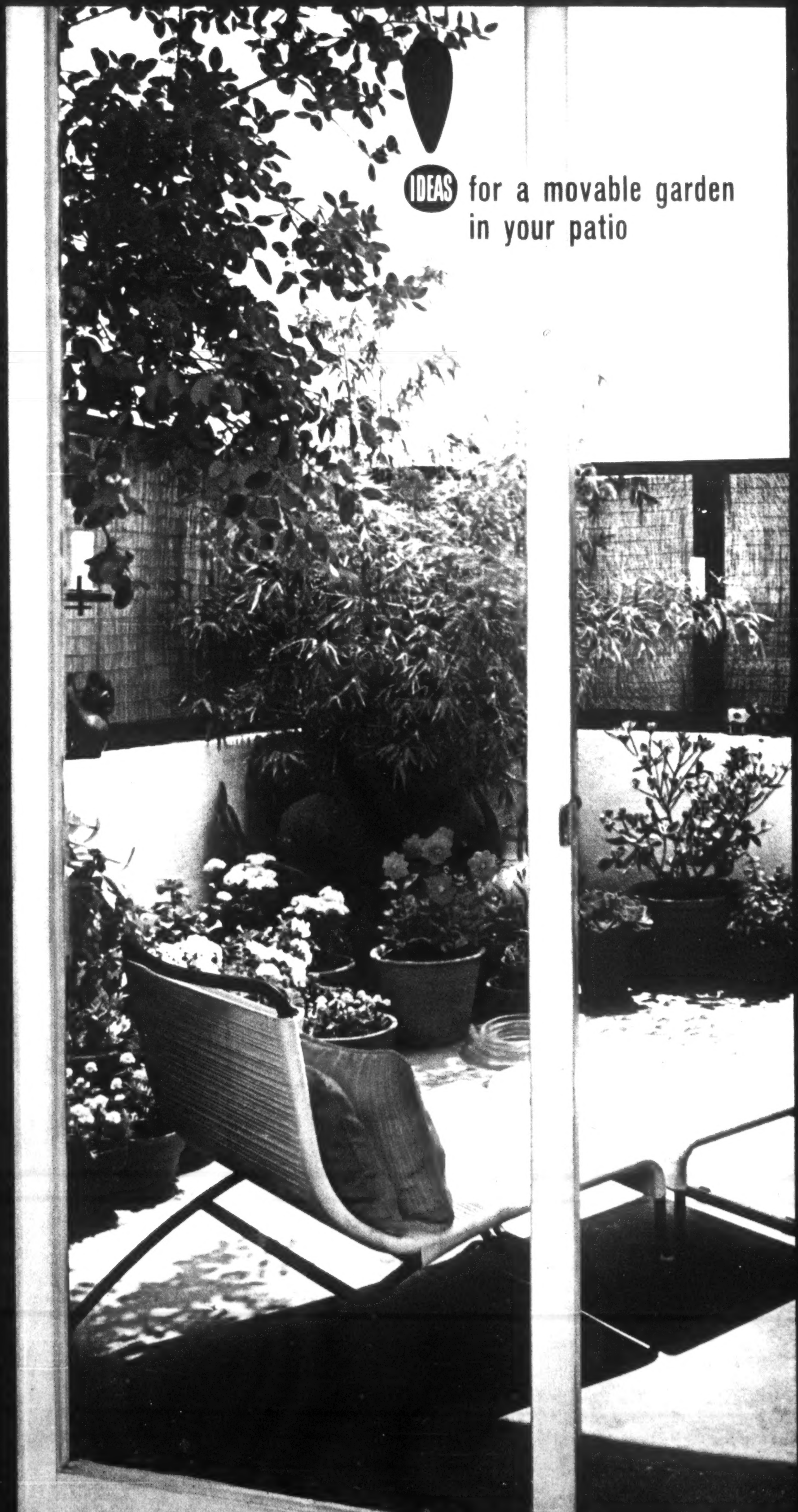
Victor Borge, barbecue's clown prince, shows you wacky ways not to win

NOW 5 EDITIONS AND OVER 5,250,000 COPIES EVERY MONTH

ou might use
or your own
ood-neighbor
olicy

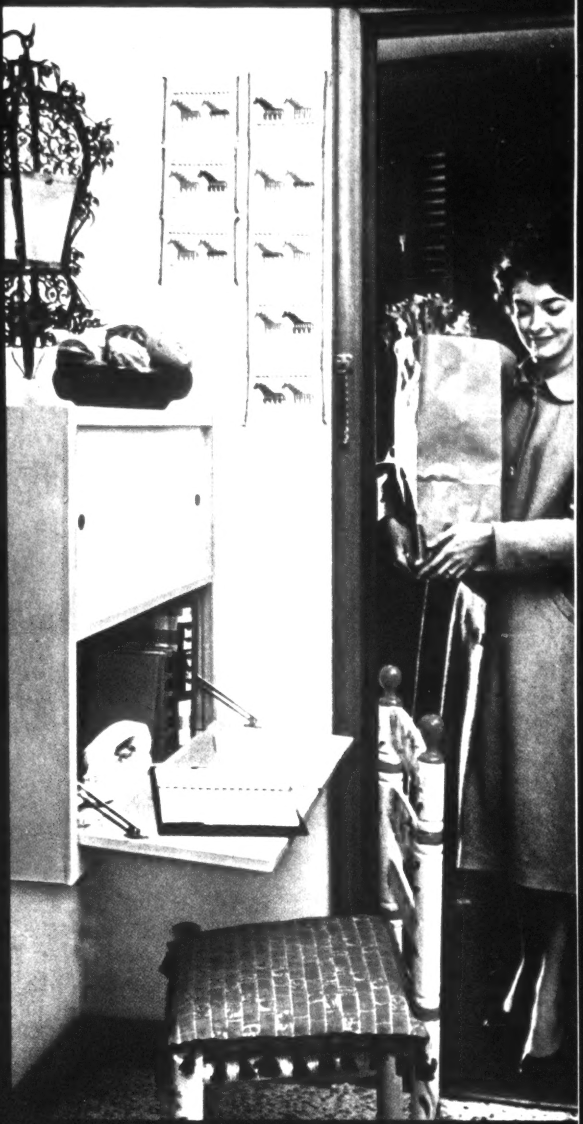


IDEAS for colorful blending of old and new



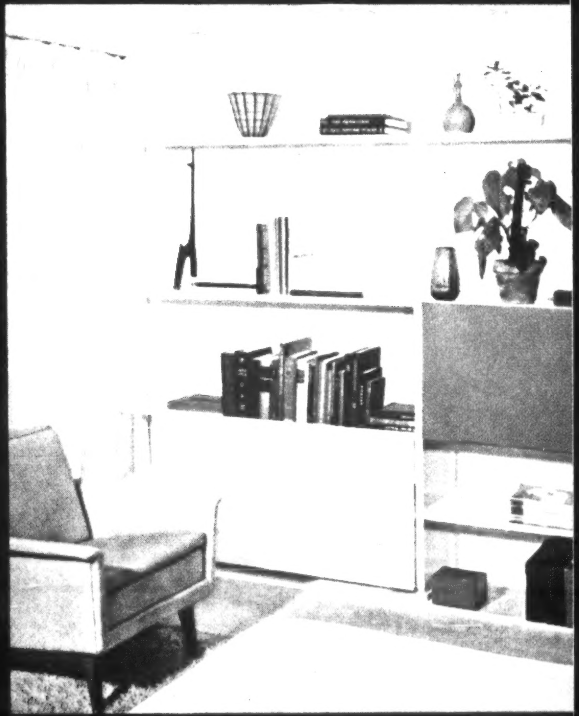
IDEAS for a movable garden in your patio

IDEAS IN ACTION



Bright, practical tricks smarten up small kitchens

Even a tiny, run-of-the-mill kitchen develops personality with a generous use of dramatic accessories—and careful planning for every inch of space. Here, the happy Mexican theme was triggered by the sink's color; corner space snaps to attention with a wall-hung desk, bought unpainted.



Storage wall made from next-to-nothing

Here, steel pipe and wood shelves were used to good advantage to make room for interesting knickknacks, plants and books. Colors, of course, are cued to the rest of the room.

Poof! There goes exasperation!

Life's too short to put up with needless irritations. Wise admen stay calm and relaxed—secure in the knowledge that they can depend on the Services of Century!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Information for Advertisers

A market and media data folder on *Architectural & Building Catalogue* has been published by and is available from **Wallace Publishing Co. Ltd.**, 146 Bates Rd., Montreal 26.

• "Radio '61" and "Television '61," seventh annual review of the broadcast media, has been published by and is available from Public Relations Dept., Broadcast Division, **A. C. Nielsen Co.**, 2101 Howard St., Chicago 45.

• "Some Effects of the Growth of Planned & Controlled Shopping Centers on Small Retailers," has been published by the **University of Connecticut.** The 178-page report covers how shopping centers are developed and financed, and what opportunities small local independent retailers have to gain access to shopping center locations. A limited number of copies, priced at $3.50 each, are available from the University of Connecticut, Storrs, Conn.

• **Publishers Ad Club**, New York, has published a survey of religious media, giving advertising and publicity data for about 200 religious newspapers and magazines. The survey includes information on basic ad rates, kind of circulation (percentage of clergy and lay readers), amount of space devoted to book reviews, agency, etc. Copies, priced at $25 each, are available from Russell Snyder, Thomas Nelson & Sons, 19 E. 47th St., New York 17.

• "A Study of the Corporate Personality," an appraisal of leading tire manufacturers by business executives who evaluated tire manufacturing companies' progress as well as future growth prospects, has been published by and is available from Herman C. Sturm, Director of Advertising, **Nation's Business**, 711 Third Ave., New York 17.

• A market research and profile study of cemeteries within the U. S. has been published by **Concept**, Suite 713, Northwestern Bank Bldg., Minneapolis 2.

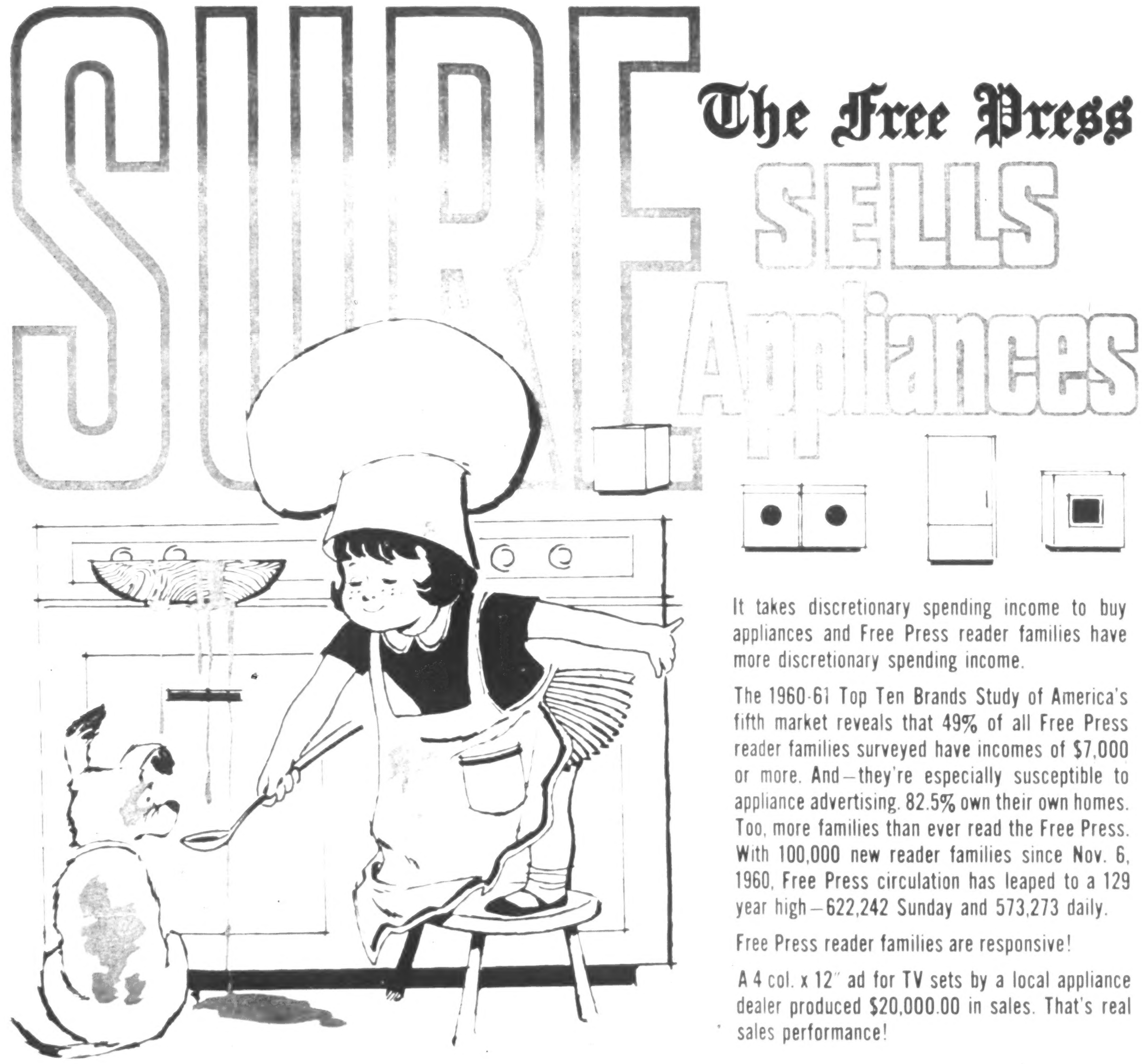
• "The Coming Era of Leased Department Chains," is the title of the latest in the series of reports on merchandising trends written by E. B. Weiss, vp and director of special merchandising services for **Doyle Dane Bernbach Inc.**, New York, and published by the agency. The 50-page report is available from any of the agency's offices.

• A 32-page booklet titled, "Canada's Metalworking Industries," includes volume of production, cost of materials, imports of machine tools from the U. S. and other countries, number and size of Canadian establishments and capital expenditures on new machinery and machinery repairs. Copies are available from **Canadian Machinery & Metalworking**, 481 University Ave., Toronto.

• "Domestic Freight Transportation Market," a 20-page booklet issued by the *Journal of Commerce*, covers results of a survey of domestic freight transportation expenditures of 20,103 companies that spend $13 billion annually, or 44% of the national total in this area. Copies are available from the **Journal of Commerce**, 80 Varrick St., New York 13.

• "The Revolution in Transportation," a 96-page booklet published by the *Journal of Commerce*, is a reprint series surveying developing changes in the transportation industry and the meaning of these changes to the shipper. Copies are available from the **Journal of Commerce**.

• A brochure entitled, "American College Survey," covers college students as a market, showing percentage of use and brand preferences for more than 60 classifications, ranging from automobiles and accessories to women's apparel and accessories. Copies, and specific product usage and acceptance reports, are available from **Na-**



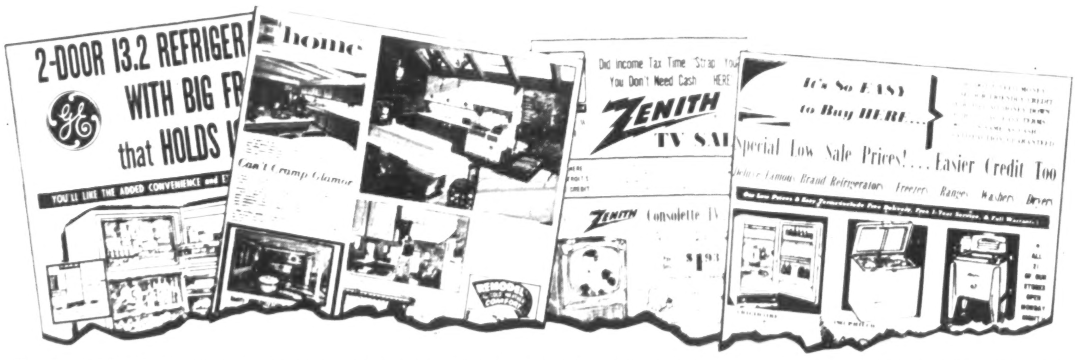
It takes discretionary spending income to buy appliances and Free Press reader families have more discretionary spending income.

The 1960-61 Top Ten Brands Study of America's fifth market reveals that 49% of all Free Press reader families surveyed have incomes of $7,000 or more. And—they're especially susceptible to appliance advertising. 82.5% own their own homes. Too, more families than ever read the Free Press. With 100,000 new reader families since Nov. 6, 1960, Free Press circulation has leaped to a 129 year high—622,242 Sunday and 573,273 daily.

Free Press reader families are responsive!

A 4 col. x 12" ad for TV sets by a local appliance dealer produced $20,000.00 in sales. That's real sales performance!

HERE'S HOW THE FREE PRESS SELLS APPLIANCES!

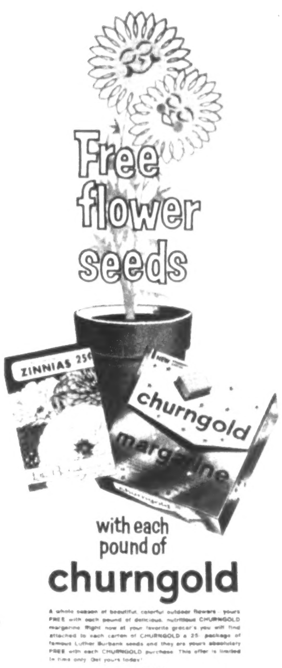


THE DETROIT FREE PRESS IS SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES STORY, BROOKS AND FINLEY



A whole season of beautiful, colorful outdoor flowers—yours FREE with each pound of delicious, nutritious CHURNGOLD margarine. Right now at your favorite grocer's you will find attached to each carton of CHURNGOLD a 25¢ package of famous Luther Burbank seeds and they are yours absolutely FREE with each CHURNGOLD purchase. This offer is limited in time only. Get yours today!

Shedd BARTUSH FOODS Inc

GIVEAWAY — *Shedd-Bartush Foods, Detroit, is offering a package of flower seeds with its Keyko or Churngold margarine. Seed pack is taped to the carton. Radio and newspaper ads will push the offer in eight states. Clark & Bobertz is the agency.*

tional Advertising Service, 18 E. 50th St., New York 22.

- "The Market for Imported Distilled Spirits, 1960 vs. 1959," a brochure covering imports and apparent consumption of imported distilled spirits in the U. S., including breakdowns by states, is available from **Newsweek**, Advertising Research Department, 44 Madison Ave., New York 22. ≠

General Mills Plans 3-Media Push for 2 New Products

General Mills will introduce two new products—Betty Crocker lemon velvet cake mix and dark chocolate fudge frosting mix—in June.

They will be promoted starting June 18 with full color page ads in *Family Weekly*, *Parade*, *This Week Magazine* and eight independent supplements; 1,000-line b&w ads in newspapers throughout the U. S., and by tv spots on "Wyatt Earp" and four NBC daytime tv shows. Batten, Barton, Durstine & Osborn is the agency.

Nestle Sets Premium Push

Nestle Co. will promote its EverReady Sweetmilk cocoa this summer by offering a premium of "Thermo-Serv" tumblers. The insulated tumblers, which carry a retail price of $3.35, may be obtained in pastel colors by sending $2 plus the code number from the side panel of an EverReady cocoa label to Nestle, Box 5485, St. Paul, Minn.

Ryan-Coleman Names Ficken

Richard C. Ficken, formerly an account executive of Bozell & Jacobs, Minneapolis, has been named account executive of Ryan-Coleman Advertising, St. Paul.

Hite Photos Names Kahn

A. D. Kahn Inc., Detroit, has been named advertising and marketing counsel of Hite Photos, Michigan's only Kodachrome processing laboratory.

Press-Ironer Introduced by Hurley Products Co.

Hurley Products Co., Chicago, has been formed to market the Press-Ironer, a new product to use in the home for pressing or ironing clothes. The unit employs the flat-bed method used in commercial dry-cleaning plants. John Hurley, president, left Magnavox, where he was Chicago district manager, in 1954 to develop the new appliance. Before that he spent 20 years with Thor Corp.

The company, at 113 N. Homan Ave., has not done any advertising as yet, and has appointed no agency. Distribution will be on a market-by-market basis. Chicago and Atlanta are the first markets. The Press-Ironer has a suggested retail price of $79.95.

Trenner Heads Industrial Marketing Associates

Robert A. Trenner, head of Energy Control Corp., Philadelphia, has been named president of Industrial Marketing Associates, a national trade association. New vp is Ralph Foster, sales manager, industrial gauge division, American-Standard Controls division, American-Standard & Sanitary Corp., Rochester, N.Y.

Montreal Unit Names Woodley

E. Harry Woodley, advertising manager of Northern Electric Co. Ltd., has been elected president of the Montreal Advertising & Sales Executives Club. Other new officers are R. M. Sabloff, House of Seagram Ltd., exec vp; H. T. G. Gill, MacLaren Advertising, and G. L. Van Koughnett, Seagram Overseas Corp., both vps; and G. O. Crocket, *Montreal Gazette*, treasurer.

Fawcett Boosts McDermott

John W. McDermott has been named a principal and board member of Vance Fawcett Associates, Honolulu. He has been exec vp of the agency since September, 1959.

Advent Adds Pettit Paint

Pettit Paint Co., Belleville, N. J., has appointed Advent Associates, Livingston, N. J., to handle its advertising and public relations.

Luxury Living
overlooking Lake Michigan
on CHICAGO'S GOLD COAST

Enjoy superlative luxury only five minutes from downtown ... steps from famous restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL
181 E. Lake Shore Drive, Chicago

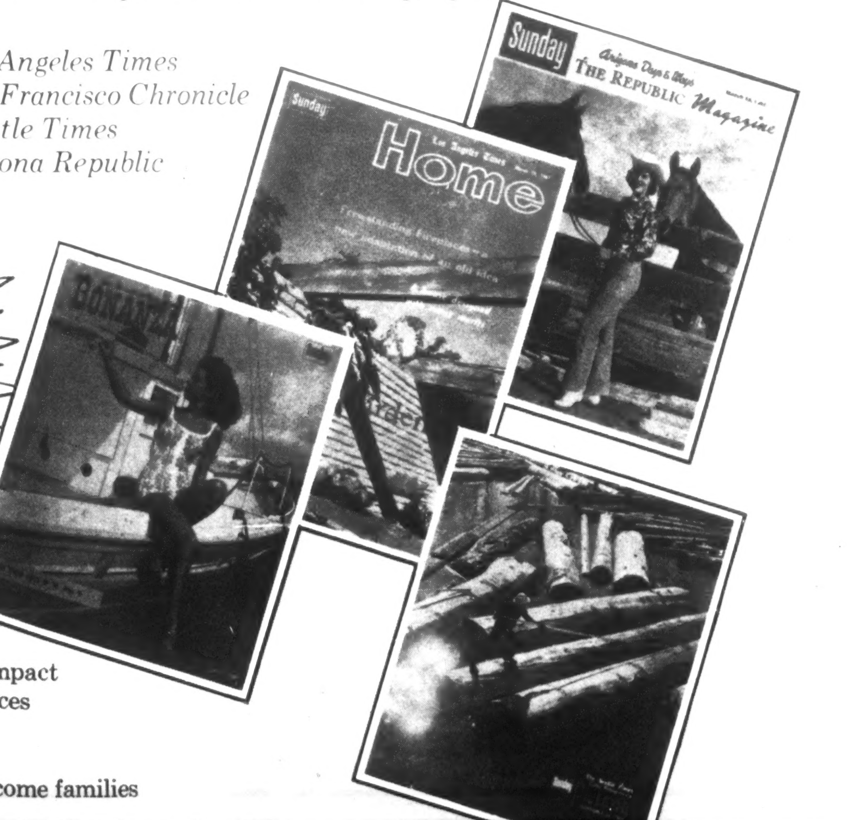
The BIG PHOENIX Market
JOINS THE
Far West Sunday Rotogravure Group

NOW...WITH ONE ORDER, ONE BILLING
you can reach: 1,659,685 homes
in the rotogravure sections of
Four Great Independent Newspapers

- *Los Angeles Times*
- *San Francisco Chronicle*
- *Seattle Times*
- *Arizona Republic*

In the Pacific West States of Arizona, California and Washington these four markets represent:

57.4% of the Population
59.4% of the Retail Sales
58.9% of the Food Store Sales
61.8% of the Drug Store Sales
59.2% of the Automotive Sales



- National magazine quality with local impact
- Edited by people who know the audiences
- Aimed specifically for local interest
- High readership through every page
- Newspapers reaching above-average income families

The Arizona REPUBLIC
Morning and Sunday

The Phoenix Gazette
Evening

FOR FURTHER INFORMATION CONTACT YOUR KELLY-SMITH REPRESENTATIVE

Durkee Ads Offer Bandage to Self-Do Mincers of Onions

CLEVELAND, May 23—A campaign of jaunty persuasion is being waged by Durkee Famous Foods to increase spring sales of Durkee's instant minced onions.

The company is offering housewives a boxtop consolation award—a plastic paring knife and a bandage—so they can safely resume mincing their own onions if they're not satisfied after trying Durkee's ready-minced product.

"—so you won't be totally unprotected," the bandage comes with the knife, Durkee is telling the home cooks, in a column ad that ran in *This Week Magazine* on May 15, and which will appear July 9 in the Sunday magazines of the *New York Daily News* and the *Chicago Tribune*.

Meldrum & Fewsmith is the agency.

■ The new message is the last of four, all of them described as "uNEWsual ads" by M&F and Durkee in space and materials sponsored for the food trade.

The first advertisement, late in 1960, included a coupon worth 29¢ for the purchase of fresh onions, if any purchaser of the Durkee kind was disenchanted. A second offered 14 onion sets to anyone not convinced by Durkee's. A giant-size garbage can was recommended in the third ad—for cooks who wanted to go back to regular onions (AA, April 10).

The same consumer publications have been used from the start. *Food Topics* and *Supermarket News* told the story to the trade.

The print effort is supplemented by merchandising materials, including two-color posters with "onion bag" bins and pole risers, combination case card shelf-hangers and tie-in ad mats. These point of sale materials repeat the knife-and-bandage "premium offer," available in exchange for one boxtop. #

WE'LL SEND YOU A KNIFE AND A BANDAGE
if...
Durkee's ready-to-use Onion doesn't convince you it's the easiest way to use minced onions
Just get a box of Durkee's Instant Min

OFFER—*Durkee Famous Foods offers a knife and bandage—for cutting your own onions—if the purchaser is not happy with Durkee's instant minced onions.*

Block Names Tully Media Head

Frank Block Associates, St. Louis, has appointed John Tully media director. Mr. Tully was formerly an account executive of Batz-Hodgson-Neuwoehner, St. Louis.

Fabro Names Tobias, O'Neil

Fabro Inc., Atlanta, has named Tobias, O'Neil & Gallay, Chicago, to handle advertising for Henny Pen dog food and Switch cat food. The former agency of record is Bearden-Thompson-Frankel & Eastman, Scott, Atlanta

Jacobson Joins WOR-TV

Richard N. Jacobson, previously national sales manager of KHJ-TV, RKO General's station in Los Angeles, has been named to the new post of assistant general sales manager of WOR-TV, RKO's New York outlet.

WTRF-TV STORY BOARD

T. R. EFFIC!

A NEW DRINK called "The Delegate". Two of 'em and you're speaking from the floor!

wtrf-tv Wheeling

SIGN (at convention): "Executives who have no secretaries of their own may take advantage of the girls in our stenographic pool."

Wheeling wtrf-tv

A DRUG STORE a house of pill repute?

wtrf-tv Wheeling

KAREN COED COMMENTS: "I wonder what might have happened to American history if the British soldiers at Bunker Hill had had bloodshot eyes?"

Wheeling wtrf-tv

WIFE: "Yes, dear, I went to the doctor . . . all he did was listen to my heart beat."
HUSBAND: "I thought so, your chest has all the earmarks of a dirty quack."

wtrf-tv Wheeling

SUNDAY SCHOOL TEACHER: "What must we do before we can expect forgiveness for our sins."
ENTHUSIASTIC STUDENT: "Sin!"

Wheeling wtrf-tv

MONKEY PONDERINGS: "Am I my keeper's brother?"

wtrf-tv Wheeling

MONEY PONDERINGS: In the Wheeling-Steubenville Industrial Ohio Valley reached by WTRF-TV from Wheeling, over 1¾ billion dollars in retail sales are rung up annually. Are your products selling in our 7,500 retail outlets? Want to give them the WTRF-TV GO BUY? Hollingbery is our rep!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Again
Architectural Record
is first
in its field
with the "mosts"
that mean
LEADERSHIP
best
sales support in
architect and
engineer-planned
building markets

Resort Advertising Opens

Arnold H. Bassett has been appointed president of the new Resort Advertising, Scottsdale, Ariz., agency specializing in resort advertising and promotion. Mr. Bassett was formerly an executive of Wilding Picture Productions, St. Paul. At the same time, Reed Bachman, publisher of *Arizona's Finest*, devoted to resort accommodations, has been named vp, and John C. Hildreth, formerly publisher of *Automotive Industries* and *Aircraft & Missiles*, has been appointed general manager. Arizona Resort Advertising, publisher of *Arizona's Finest*, has been incorporated into the new company.

Paxton Becomes Butter-Nut

Paxton & Gallagher Co., Omaha, has changed its name to Butter-Nut Foods Co. The company's most prominent division has been known as Butter-Nut Foods Co. for several years, with the name appearing on its packaged coffee and tea products. At the same time, the company's wholly owned subsidiary, Penndale Inc., Lansdale, Pa., has merged as a separate legal entity into an operating division of Butter-Nut.

General Mills Sets Push

General Mills, Minneapolis, has been running b&w newspaper ads in 76 markets east of the Rocky Mountains offering a 35¢ refund in exchange for a boxtop from Betty Crocker buttermilk pancakes and a wrapper from any breakfast meat. West of the Rocky Mountains, page ads were carried in *Sunset Magazine*, Far West Roto Group, *Oakland Tribune Parade* section, *Phoenix Republic* and the West Coast edition of *The American Weekly*. The offer expires Aug. 1. Batten, Barton, Durstine & Osborn, New York, is the agency.

SSC&B Names 5 Senior VPs

Richard D. Wylly, vp and creative director of Sullivan, Stauffer, Colwell & Bayles, New York, and Jack Cantwell, Douglas Coyle, Herbert Vitriol and Barrett Welch, vps and management supervisors, have been elected senior vps.

Boland Joins Dictograph

Charles M. Boland has joined Dictograph Products, Danbury, Conn., as manager of advertising and sales promotion. Mr. Boland has been a free-lance creative tv consultant since 1958.

Ellington Names Smith Senior VP; Appoints Mulvaney

Paul R. Smith

Paul R. Smith has joined Ellington & Co., New York, as senior vp in charge of creative services, a new title. He was formerly exec vp in charge of creative services at Grant Advertising, and before that was president and creative director of Calkins & Holden prior to its merger with Fletcher Richards Inc.

Ellington also has named Margaret A. Mulvaney, formerly with R. H. Macy & Co., a copywriter.

Pepsi Promotes Durkee

William C. Durkee, head of marketing of Pepsi-Cola Co., New York, has been promoted to senior vp.

most architect and engineer subscriber growth

most building product advertisers①

most advertising pages②

most new advertisers③

most exclusive advertisers④

most consecutive advertisers⑤

most architect subscribers⑥

most engineer subscribers⑦

most verifiable coverage of architect-planned building⑧

most economical for advertisers⑨

most preferred by architects and engineers⑩

most renewed⑪

most editorial research⑫

most editorial pages⑬

most on schools

most on religious buildings

most on commercial buildings

most on industrial buildings

most on public buildings

most on houses

most on apartments and hotels

most on lighting

most on air conditioning and heating

most on costs and trends

Architectural Record

F. W. DODGE CORPORATION
A McGraw-Hill Company

119 West 40th Street
New York 18, N. Y.

"stimulus to creative architectural and engineering design"

1 Record-527; Forum-317; P/A-337 (1960)

2 Record-2899; Forum-1651; P/A-1786 (1960)
Record-845; Forum-421; P/A-529 (4 mos. 1961)

3 130 (1960)

4 Record-237; Forum-91; P/A-83 (1960)

5 397, 2-10 years

6 Record-19,391; Forum-14,621; P/A-18,479 (Dec. 1960 A.B.C.)

7 Record-10,741; Forum-4,242; P/A-7,848 (Dec. 1960 A.B.C.)

8 Over 85% coverage documented by Dodge Reports

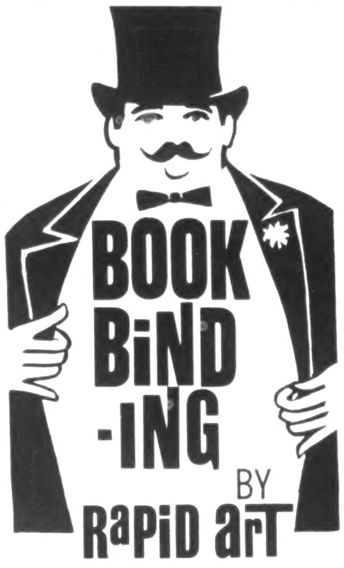
9 Cost per page per 1,000 architect and engineer subscribers: Record-$25.72; Forum-$56.72; P/A-$29.44

10 In 146 out of 161 studies sponsored by building product manufacturers and agencies

11 Renewal rates, Dec. 1960 A.B.C.: Record-63.07; Forum-54.76; P/A-55.06

12 Eastman Editorial Research since 1956; Continuing Readership Research since 1953.

13 Editorial analysis (1960)



The binding is usually the last thing that gets done — but it's the first one that gets seen!

No wonder then that more and more advertising agencies, communications companies and businesses in general who require sturdy, durable and attractively-prepared bindings for presentations, sales and training kits, test marketing aids and merchandising brochures, are calling on RAPID ART.

Whether it's for just **one** of RAPID ART's exclusive, patented RAPID BOX EASELS* or **one thousand** multo-ring binders, RAPID ART's skilled technicians deliver the job quickly, expertly—and at relatively low cost!

*U. S. Pat. No. 2,646,143

CALL: **MU 3-8215**

6
FULLY-EQUIPPED DEPARTMENTS
■ COPY & DESIGN ■ SILK SCREEN ■ ART & PRODUCTION ■ TYPE & LETTERPRESS ■ BOOKBINDING ■ DISPLAYS & EXHIBITS

RaPiD arT SerViCe iNC.
304 EAST 45 ST NY 17

The Editorial Viewpoint . . .

U.S. Advertising Is Dangerous

Most advertising men, we are sure, feel that the projected tourism campaign of the United States, designed to encourage foreigners to visit this country, makes sense. To most of us, the idea of promoting international travel in the direction of the U. S., rather than away from it, seems long overdue.

Encouraging the flow of tourists to the U. S. not only can help balance the gold flow, but it can have much more valuable effects in making large numbers of peoples in foreign lands more familiar with Americans and the American way of life. We shall be happy to see the campaign get under way, and carried out successfully.

Yet it may be well to remember that, traditionally, the advertising industry has preferred not to have the federal government as a paying client; and the considerations which brought about this wise decision 20 or 25 years ago still stand, in our opinion.

The federal government has bought advertising, as a paying client, before. It has had more or less continuous advertising campaigns for various of the armed services, which have been handled as commercial accounts. And after the war it ran a fairly extensive but short-lived campaign to help dispose of war surplus.

But by and large, advertising in which one or another government agency has been involved has been handled on a public service basis through the Advertising Council.

In the field of tourism and commercial development promotion, there are any number of state promotions in existence, operating with tax funds and handled like other commercial accounts. So again, the federal government is breaking no vast new trail by operating similarly.

Nevertheless, we would prefer to see a really impressive Travel-in-America campaign mounted by private interests—by hotels, transportation companies and the like—rather than by an arm of the U. S. government. And we hope that, even as the U. S. campaign gets started, private sources will pitch in to so extensive a degree that the publicly financed campaign will be a relatively small part of the total effort.

The Frontiers Keep Expanding

The emergence of new national brands in the gasoline field is an interesting indication of some of the basic changes in marketing that have taken place in this country—and are now taking place.

By a coincidence, last week's announcement of details involving the development by Standard Oil Co. of Indiana of a nationally marketed "American" brand of gasoline coincided with a story in the *Chicago Sunday Tribune Magazine* headed, "Great New Highways Broaden Chicago Motorists' Horizons." The article, by Hal Foust, said in part:

"Better highways have extended by many miles the typical day's outing of Chicago motorists. Expressways, like the seven league boots of the fairy tale, take city families 'way yonder with the greatest of ease . . .

"The tollways of Illinois and Indiana and the freeways of Wisconsin and Michigan have also extended horizons for the Chicago motorist on a day's outing . . . On the modern roadways, trips can be planned by reckoning reasonably that distances can be covered at a rate of approximately a mile a minute: Speed limits are 65 or 70 miles an hour. Thus in five hours of driving you can get close to 300 miles from Chicago."

An accompanying map shows most of the states of Wisconsin, Michigan, Illinois, Indiana and Ohio in an area which can be reached "in five hours via toll and express roads."

The implications for the marketer of gasoline are so obvious that they need not be discussed. But the ever-broadening circle of first-hand experience stretching before the ordinary American family has equally important implications for marketers of all kinds of products and services.

Americans are the most mobile people on earth, and they are getting more so. Their own personal range of experience and knowledge is being extended in an ever-broadening circle. Inevitably, this means that there will be an increasing breakdown of sectional and regional barriers and a constantly pressing movement toward standardization. Local and regional marketing, and local and regional products, certainly won't disappear. But all marketing is likely to encompass broader areas than it frequently has in the past.

Poor Reason for Advertising

If anything kills advertising, it will probably be its well-meaning but misguided friends. A public relations man tells some business paper salesmen they should drum into the heads of industrial advertising managers that budget cuts endanger their jobs.

"If ad budgets are cut far enough," he says sagely, "who needs an advertising manager? . . . This can be a mighty powerful motivation to insure enthusiastic ad manager cooperation in the role of your best salesman . . ."

What a sleazy way to emphasize the value of advertising!

Gladys the beautiful receptionist

—John Rodwell, Rumrill Co., New York.

"He asked them to send his copy of 'Reality in Advertising' in a plain brown wrapper."

What They're Saying . . .

Understanding Your Neighbor

ADVERTISING AGE reported recently on a survey conducted to find the image advertising men had of themselves . . . compared to the image their neighbors had . . .

I believe the results of this study are very interesting, and ADVERTISING AGE is to be commended for a fine job. It certainly helps me to realize why I have never been able to get along with my neighbors.

There is one dangerous element to this study. It implies that what our neighbors think of us is an important and a valid picture of advertising men. This is almost as bad as taking a survey of advertising men's wives. Obviously the results would be distorted . . . in fact, completely unreliable.

One other point. This research was done in upper class suburbs. I don't know about Birmingham and Winnetka but, living in Norwalk, Conn., I am qualified to report that I do not consider the advertising man who lives in Westport "typical."

But then what is a typical adman?

Of course, there is no such animal. Any more than there is a typical doctor, lawyer, or teacher. Even though Hollywood finds it convenient to believe so . . . and college professors seem to find it convenient to believe that all admen are all alike—all evil.

I don't believe all college professors wear messy clothes, smoke pipes, carry umbrellas, are absent minded and slightly addled . . . even though I once had a physics professor who had all these charming characteristics and more. Why, then, should many professors automatically indict all advertising men, when most of them have never really known, or even met, an advertising man. I maintain that most of them don't know any advertising men . . . how advertising men work . . . nor how advertising really functions.

I don't believe all college students are immature, immoral, impassive conformists, who spend all their time hot-rodding all over the countryside, hot-footing to panty raids, pushing beds a hundred miles every night, climbing into phone booths, rioting in Fort Lauderdale.

—From a speech by Anthony C Chevins, director of creative operations, Cunningham & Walsh, New York, at a 4th district convention of the Advertising Federation of America

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

"U. S. is nearly ready to select tourism agency," the headline says.

It will be up to the boys to get some of those foreign travel dollars back home.

•

Chesterfield has shifted its $10,000,000 advertising account to J. Walter Thompson, which might start the job by asking enthusiastic smokers if they still satisfy.

•

J. M. Korn was recently relieved of the Leroux cordials account by Seagram, and perhaps the agency would have better luck with a bourbon.

•

Cartan Travel ran an ad in the *Chicago Tribune* tentatively quoting a price of $76,500 for a trip to Mars, but in the present state of this troubled world, people would be more inclined in the direction of Venus.

•

Earnest A. Rockey says ads shouldn't always show people laughing and smiling. After all, some of them are going to take advantage of those your-money-back-if-not-satisfied offers.

•

"What's America's controversial chief justice really like?" asks *True*.

John Charles Daly is in a good position to supply an analysis.

•

"Where's Fargo?" asks a newspaper promotion ad, and the answer is, "Right across the river from Moorhead."

That clears things up nicely for media people on Michigan and Madison Aves.

•

The John Wanamaker store in Philadelphia has been advertising continuously for 100 years, a statistic which seems to suggest that there's a close relationship between business longevity and keeping everlastingly at it.

•

Kay Daly suggests that advertising of cosmetics should combine razz-matazz and truth.

Usually, though, it's the woman already well endowed by nature who wants the truth from her beauty adviser.

•

"ARF unit finds no valid way to compare media," reports the world's greatest advertising journal.

But there's no law that says you can't like the taste of both apples and oranges.

•

"He should be accustomed to earnings of $35,000 or more," says an agency looking for a vp-marketing.

Or willing to become accustomed.

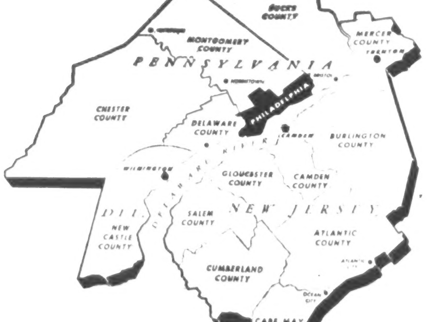
•

A puzzled correspondent who notes that a contest winner is usually referred to in print as "the lucky winner" wants to know if there are any unlucky winners or any lucky non-winners.

COPY CUB.

73 PERCENT OF DELAWARE VALLEY'S GASOLINE STATION SALES ARE MADE IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban adult readers than does any other Philadelphia newspaper.


BUCKS COUNTY
MONTGOMERY COUNTY
PENNSYLVANIA
MERCER COUNTY
TRENTON
NORRISTOWN
BRISTOL
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
DELAWARE RIVER
WILMINGTON
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW JERSEY
SALEM COUNTY
NEW CASTLE COUNTY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

General Mills, Nestle Set Joint Promotion

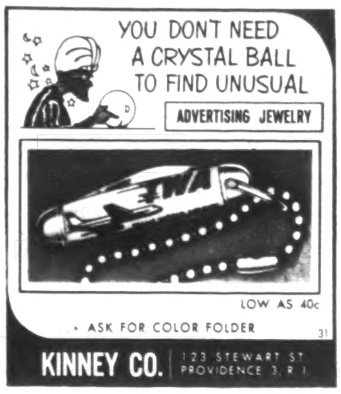
General Mills' "G" cereals and Nestle Co.'s Strawberry Quik are tied in for a joint "Animal Carnival" promotion this spring and summer. A free package containing one serving of Strawberry Quik will be packed in each package of Trix cereal. The offer was advertised on May 28 with half-page, full-color ads in newspaper supplements in 70 markets, and also on General Mills' tv shows for kids. McCann-Erickson is the Nestle agency; Dancer-Fitzgerald-Sample and Knox Reeves Advertising are General Mills' agencies.

Sealy Unit Names Agency

Sealy in Northern California, Berkeley, regional licensee for Sealy bedding products, has named Garfield, Hoffman & Conner, San Francisco, to handle its advertising.

Packer to Meyerhoff as VP

James W. Packer has joined Arthur Meyerhoff Associates, Chicago, as a vp. Mr. Packer was formerly a division manager of Ziv-United Artists, Chicago.


YOU DON'T NEED A CRYSTAL BALL TO FIND UNUSUAL

ADVERTISING JEWELRY

LOW AS 40c

• ASK FOR COLOR FOLDER

31

KINNEY CO. 123 STEWART ST. PROVIDENCE 3, R. I.

Just Sawyer Gregory Lundgren

INDUSTRIAL MARKETERS—*Francis A. Gregory, Wellman Co., has been elected president of Industrial Marketers of Cleveland, local chapter of the Assn. of Industrial Advertisers. W. A. Sawyer, Lincoln Electric Co., was named vp; R. A. Lundgren, General Electric Co., secretary; and E. L. Just, Bayless-Kerr Co., treasurer.*

Crusade Against Pointed Toes Seems to Have Been Booted

NEW YORK, May 23—Whatever happened to Abby's 100,000 letters?

For four weeks now, Abigail Van Buren, nationally syndicated advice columnist, has been threatening to inundate the National Shoe Manufacturers' Assn. with "more than 100,000" letters which she says she has received in response to her crusade against pointed-toed shoes.

But to date the association reports it has received nary a one. At first, Miss Van Buren warned the association that all 100,000 letters were en route. Then she said, no, it was too much trouble to send all, so she would send only half. Next she communiqued that she would send only representative complaints. But so far the association is still awaiting the first letter.

The letters in question are ones written in support of the continuing crusade in Miss Van Buren's "Dear Abby" column to bring back the oval-toed shoe and banish "those hideous, pointed-toed shoes" which are "torturing" the feet of American women.

▪ Whether it receives the letters or not, the industry isn't too concerned about the crusade at this point, since it comes at a time when a new shoe conformation is well under way—the square toe. This new fashion is "all over Europe now and will be countrywide here by next fall," according to Alice Regensburg, fashion director of the association.

Another new look in shoes for fall is called the "crescent"—which is actually just another name for the oval toe. About a year and a half ago the industry tried to bring back the oval toe, Mrs. Regensburg told ADVERTISING AGE, but the style "just sat unsold on the retailers' shelves. The industry lost a fortune on the oval toe then. It's now a dirty word, so this year we're calling it the 'crescent'," she said.

Despite the fact that women may complain, the industry has concentrated on the pointed toe only because women have demanded them, she emphasized. "Obviously, manufacturers wouldn't make them if they didn't sell." Women find the pointed toe is very flattering to their feet and legs—and because of this the point is expected to continue in popularity for some time, even with the debut of the square and crescent, she said. ≠

Presto Launches Desert Whip

Presto Food Productions, Los Angeles, has made its initial entry into the consumer field with Desert Whip, an all-vegetable liquid dessert product that contains no dairy products and is "even better than whipped cream." A $300,000 introductory campaign of r.o.p. color newspaper ads is under way in Southern California and in Florida. Distribution also is scheduled in other states. Broadcast and outdoor media also will be used. Sanford Weiner Agency, Beverly Hills, is the agency.

WPIX Promotes Thrower

Fred M. Thrower, vp and general manager of WPIX, New York, has been named exec vp of the tv station. He also has been reelected a member of the board of WPIX Inc. and WGN Inc., Chicago, and KDAL Inc., Duluth-Superior.

Dailies Add Sunday Edition

Two Wisconsin dailies—the *Green Bay Press-Gazette* and the *Appleton Post-Crescent*—will begin publishing Sunday editions early this fall. Both will carry *Family Weekly*.

TAKE A WIDER CUT

. . . at Hand Mower Prices

The Post and Times-Star cuts by far the widest swath in the rich Cincinnati market. It gives you tremendous power, takes the load off your feet, covers the ground faster . . . at one of the nation's lowest milline rates. Reaches 7 out of every 10 Cincinnatians, 43% exclusively. This tremendous market deserves your best attention. Keep it in trim with the power of its biggest daily paper!

7 *out of* 10 *Cincinnatians* *read the Cincinnati* POST Times-Star

★

Total circulation . . . 274,874 . . . ABC 9/30/60

★

Largest Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

IT'S BACON'S for COMPLETE COVERAGE of MAGAZINES!

• There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

Why men who spend money for business publications single themselves out as worth-while targets for advertising

Does the fact that a man will pay for a business magazine subscription guarantee his readership?

An honest answer must be: Not always. However, the fact that he will put up his money is a good indication that the subscriber *wants* the magazine, and that he *intends* to read it.

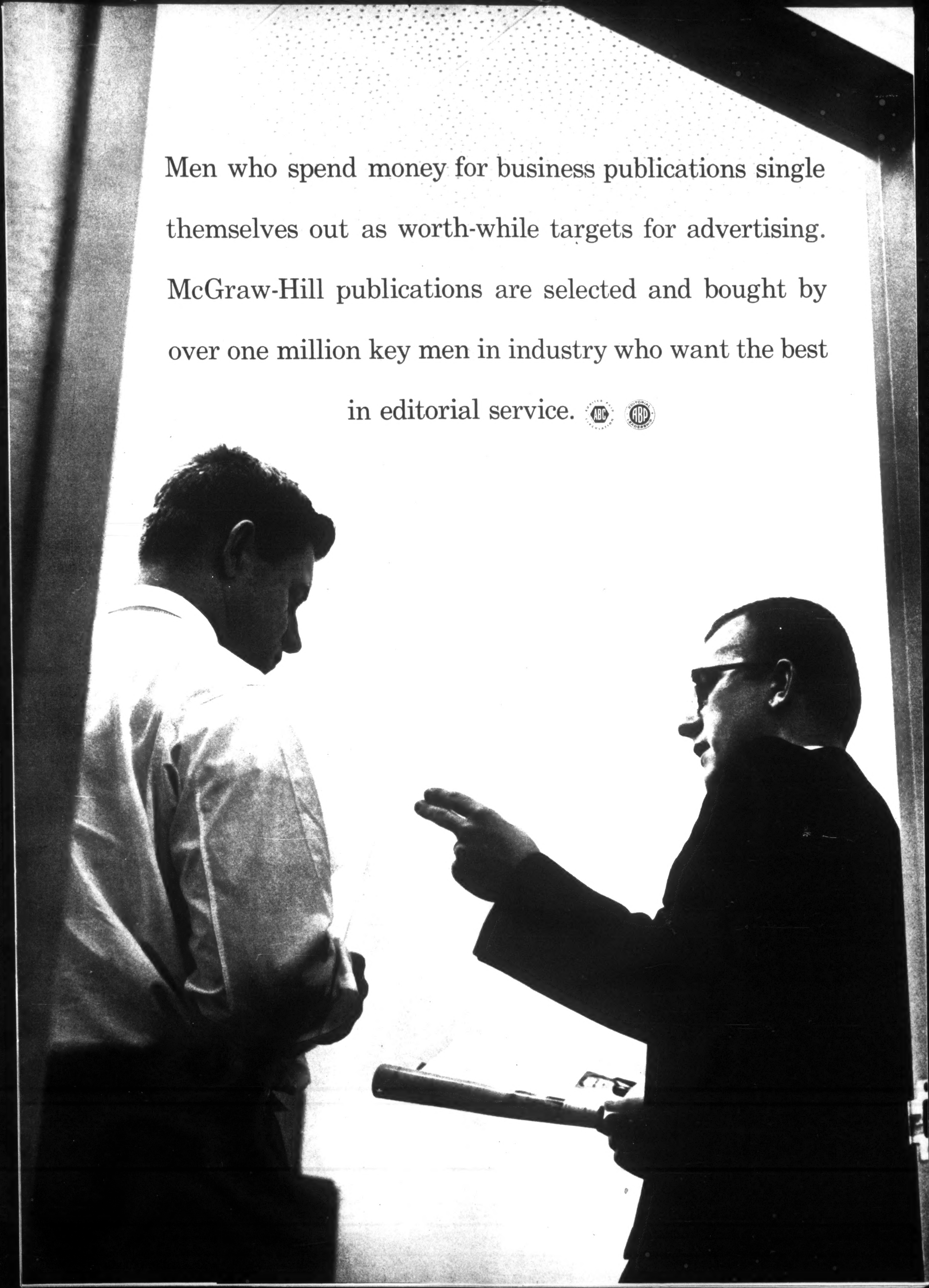
Once he has expressed this desire, he naturally retains full freedom of choice. If he doesn't read the publication with any degree of regularity, he won't continue to pay for it. In fact, it has been a long-standing McGraw-Hill policy to refund the unexpired portion of a subscription if the purchaser is not satisfied with the magazine's contents.

One of our own Laboratory of Advertising Performance studies (1195.1) shows nearly three times as many readers among paid subscribers as among those who received the same publication free. It also shows that those who paid found the magazine 'most useful' by a ratio of over 4 to 1.

Our policy of paid circulation seems to us the most natural and normal way of "doing business" with both our readers and advertisers. We believe that our policy of insisting on paid subscriptions provides a more responsive, receptive and informed audience . . . thus helping you receive maximum impact for your advertising dollar.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36



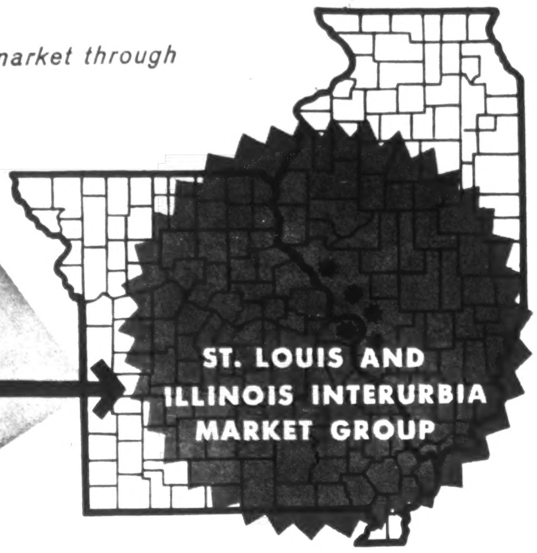
Men who spend money for business publications single themselves out as worth-while targets for advertising. McGraw-Hill publications are selected and bought by over one million key men in industry who want the best in editorial service.

Sell the entire Greater St. Louis market through the unduplicated circulation of...

5 KEY EVENING NEWSPAPERS...

- St. Louis Post-Dispatch
- East St. Louis Journal
- Quincy Herald-Whig
- Alton Evening Telegraph
- Southern Illinoisan (Carbondale, Herrin, Murphysboro)

For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.



Coming Conventions

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 7-8. Sixth annual Circulation Seminar for Business Publications, Pick Congress Hotel, Chicago.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 11-14. National Assn. of Direct Selling Companies, 47th annual convention, La Salle Hotel, Chicago.

June 11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 21-25. National Editorial Assn., annual convention, Hotel Utah, Salt Lake City.

June 25-28. Annual sales promotion convention, National Retail Merchants Assn., Mount Washington Hotel, Bretton Woods, N.H.

June 25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 1-4. Fourth annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

Sept. 11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Sept. 30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Oct. 28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Sansing Named Manager of McCann-Marschalk, Cleveland

Bill Sansing

Bill Sansing has been appointed vp and manager of the Cleveland office of McCann-Marschalk Co. Mr. Sansing, formerly an account supervisor in New York, has been with the agency 13 years. He succeeds Robert Cole, a senior vp of McCann-Marschalk, who will continue for a while to be based in Cleveland "to supervise expanded activities in the Midwest." Mr. Cole is expected to be reassigned eventually.

Hansen, Knipschild Affiliate

Hansen Co. and Roy Knipschild & Co., Chicago, sales promotion companies, have announced a new joint enterprise and "association of interests." The two organizations will pool their talents in producing advertising aids, sales promotion and counseling, and point of purchase programming and display. Roy Knipschild will become chairman of the board of Hansen, and Bennett J. Nielsen will continue as president of Hansen. Hansen will share joint facilities and staff with Knipschild at 307 N. Michigan Ave.

Sutherland-Abbott Adds One

Barre Granite Assn., Barre, Vt., has appointed Sutherland-Abbott, Boston, to handle its advertising. Hays Advertising Agency, Burlington, Vt., is the former agency of record.

Bond & Starr Names Douglass

William H. Douglass Jr. has joined Bond & Starr, Pittsburgh, as an account executive. Mr. Douglass was formerly divisional advertising manager of Rockwell Mfg. Co.

REACH YOUR BEST EXPORT CUSTOMERS

WITH CANADIAN BUSINESS PUBLICATIONS

YOUR BIGGEST EXPORT MARKET is Canada. To retain and increase customers in your Canadian market, use Canadian business papers. They are direct, effective, economical.

Directness: You speak directly to the significant men in Canadian business, professions and industry. They read the Canadian business press because it is unequalled for leadership and information in the distinctly Canadian context—qualities unapproachable by publications based elsewhere.

Effectiveness: Your advertising, in this authoritative atmosphere, gains force. It is obvious that you mean business. When you say something of interest, you are heeded.

Economy: The country is immense; important prospects may be in the cities or remote; they may speak English or French. But you reach them all with Canadian business papers—far more than with non-Canadian business publications. You cannot get effective coverage with overflow circulation of U.S. publications. Circulation figures prove it. BNA members sustain recognized audits, to assure you of this, and that there is no waste circulation.

Their identities: Check the SRDS volume, Canadian Media Rates and Data, to locate the Canadian business papers serving the market you wish to reach. Or write to Business Newspapers Association of Canada, 100 University Avenue, Toronto 1, Canada.

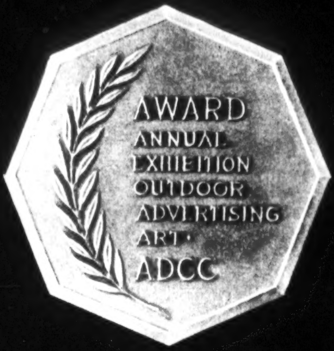
61-52

Look for this Maple Leaf in the SRDS listing
OVER 140 OF THE *BEST*
CANADIAN BUSINESS PUBLICATIONS
BEAR THIS EMBLEM

BNA

CANADIAN
BUSINESS NEWSPAPERS

BRING BUSINESS NEWS TO BUSINESSMEN AND GET RESULTS FOR ADVERTISERS


AWARD
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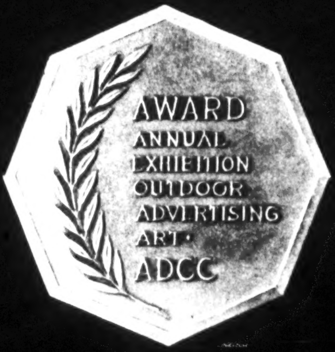
A
GRAND
SWEEP


AWARD
ANNUAL
EXHIBITION
OUTDOOR
ADVERTISING
ART ·
ADCC

FOR THE SECOND STRAIGHT YEAR

FOSTER AND KLEISER ADVERTISERS

ACHIEVE Sweeping Accomplishments in the Dramatic

Medium of **EMBELLISHED PAINTED**

BULLETINS in the Food and Beverage Category at the

29th ANNUAL COMPETITION AND

EXHIBIT of

OUTDOOR ADVERTISING ART

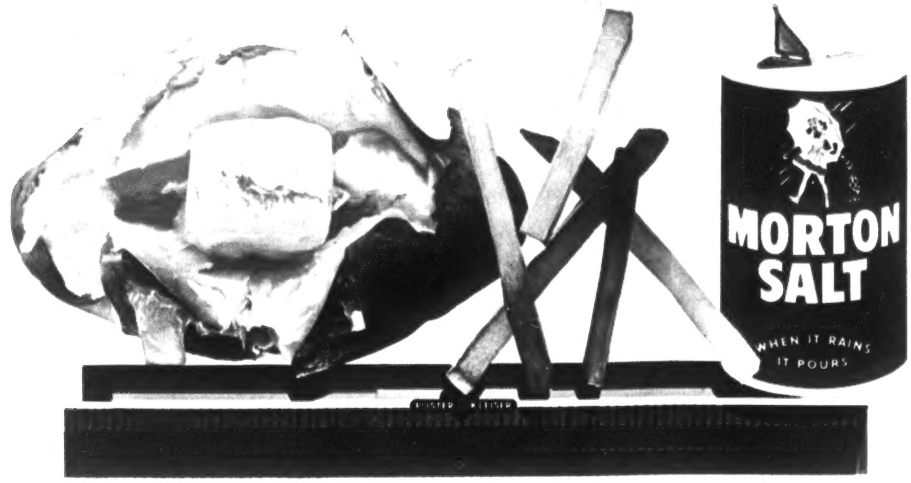
Sponsored by

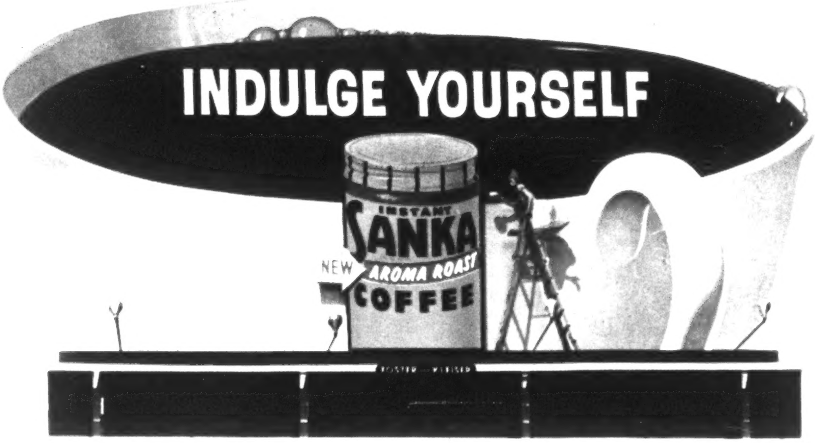
THE ART DIRECTORS CLUB OF CHICAGO

Once again, in prideful affiliation with our advertisers, their agencies and artists, these award-winning outdoor designs reflect an outstanding application of creative talent . . . talent that has resulted in a clean sweep of the highest recognition attainable in the Outdoor medium.

We are indeed grateful to our advertisers and agencies for selecting us to render their original creations in prize-winning fashion.

Each of these custom displays was hand painted by a Foster and Kleiser pictorial artist and displayed on the Pacific Coast. The new "free form" concept, illustrated in the Sanka design, is another example of Foster and Kleiser's continuous industry leadership in developing new methods, new research, and new dimension in Outdoor advertising.


MORTON SALT
WHEN IT RAINS IT POURS
FOSTER & KLEISER


INDULGE YOURSELF
INSTANT SANKA
NEW
AROMA ROAST
COFFEE
FOSTER & KLEISER

when
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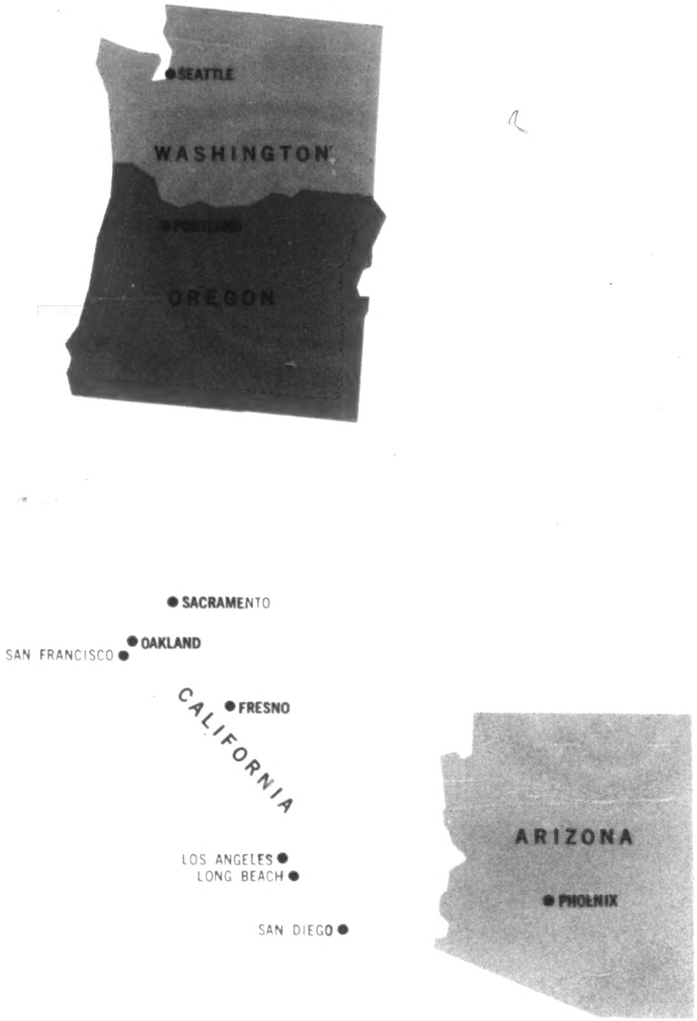
Pours
MORTON SALT
WHEN IT RAINS IT POURS


SEATTLE
WASHINGTON
PORTLAND
OREGON
SACRAMENTO
OAKLAND
SAN FRANCISCO
CALIFORNIA
FRESNO
LOS ANGELES
LONG BEACH
SAN DIEGO
ARIZONA
PHOENIX

Foster and Kleiser's exclusive Outdoor Advertising Network is the advertiser's key to consistent high quality throughout the entire Pacific Coast . . . exemplified by the award winning reproductions on the preceding page.

A SINGLE COMPANY . . . A SINGLE CONTACT FOR PROGRAM DEVELOPMENT . . . PROMPT BUSINESS EXECUTION . . . UNIFORM AND COORDINATED SERVICE.

IN SHORT . . .

ONE COMPLETE AND COMPREHENSIVE PROGRAM FOR THE ADVERTISER SERVING ARIZONA, CALIFORNIA, OREGON, AND WASHINGTON THROUGH THE WEST'S ONLY OUTDOOR ADVERTISING NETWORK.

FOSTER AND KLEISER

Division of Metromedia, Inc.

EASTERN OFFICES: NEW YORK, CHICAGO, DETROIT

1

2

FIRST AWARD

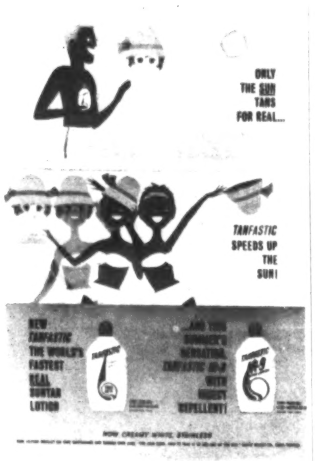
Title:
MORTON SALT—POTATO & FRIES
Advertiser:
MORTON SALT COMPANY
Art Director:
THOMAS R. GOREY
Artist:
BEN SOMOROFF
Agency:
NEEDHAM, LOUIS & BRORBY, INC.
Reproduction:
FOSTER AND KLEISER

SECOND AWARD

Title:
INDULGE YOURSELF
Advertiser:
SANKA COFFEE
Art Director:
ARTHUR HAWKINS & RAY TODD
Artist:
KENNETH W. THOMPSON
Agency:
YOUNG & RUBICAM, INC.
Reproduction:
FOSTER AND KLEISER

THIRD AWARD

Title:
WHEN IT RAINS IT POURS
Advertiser:
MORTON SALT COMPANY
Art Director:
THOMAS R. GOREY
Artist:
BUTTE, HERRERO & HYDE
Agency:
NEEDHAM, LOUIS & BRORBY, INC.
Reproduction:
FOSTER AND KLEISER


ONLY THE SUN TANS FOR REAL...
TANFASTIC SPEEDS UP THE SUN!
NEW TANFASTIC THE WORLD'S FASTEST REAL SUNTAN LOTION
...AND THIS SUMMER'S SENSATIONAL TANFASTIC IR-9 WITH INSECT REPELLENT!
NOW CREAMY WHITE, STAINLESS

TAN AND UNBITTEN—*Rolley Co. Reno, will use ads like this from May to July in magazines for its Tanfastic suntan lotion, and to introduce Tanfastic IR-9, with insect repellent. Foote, Cone & Belding, San Francisco, is the agency.*

N. Y. Adwomen Elect Goldin

Mrs. Florence W. Goldin, vp and director of Grey Advertising Agency, has been elected president of the Advertising Women of New York for a two year term. Other new officers are Lucene Fergus of J. Walter Thompson Co., 1st vp; Josephine Foxworth, McCann-Erickson, 2nd vp; Jeannette Lebrecht, Grant Advertising, treasurer; Maureen Callahan, of *Redbook*, assistant treasurer; Lee Brower of Batten, Barton, Durstine & Osborn, corresponding secretary; and Mary Kersey Harvey of *Saturday Review*, recording secretary.

Golden West Opens N.Y. Office

Golden West Broadcasters, Hollywood, has opened a New York office at 550 Fifth Ave. Steve Crowley, formerly with KVI, Golden West's Seattle station, has been appointed general manager of the new office. Mr. Crowley will work in cooperation with AM Radio Sales Co., Golden West's representative for KMPC, Los Angeles; KSFO, San Francisco; and KVI.

Ideal Buys 'Mighty Mouse'

Ideal Toy Corp., New York, will sponsor "The Mighty Mouse Playhouse" on CBS-TV for 26 weeks, starting Saturday, Sept. 16 at 10:30 a.m., after an absence of five years from network tv. Ideal plans to sponsor two other network shows this year. Grey Advertising is the agency.

Williams & London Adds Two

Williams & London Advertising, Newark, has been named to handle advertising for Fanon Electronic Industries, Newark, and for Investment Casting Co., Springfield, N. J. Richard & Gunther formerly handled Fanon. Lewis Advertising handled Investment Casting.

PROOFREADING
DO YOUR ORGANIZATION A FAVOR— ELIMINATE PRESSURE!
LET READ/IT READ IT!
READ/IT, INC
53 W. Jackson Blvd. • Chicago 4, Ill.

Colgate Premium Must Clear Lots of Hurdles: Diederich

NEW YORK, May 23—A five-part obstacle course that a premium must go through to gain acceptance at Colgate-Palmolive was outlined last week by William E. Diederich, premium manager in purchasing.

Mr. Diederich, speaking at a meeting of the Premium Merchandising Club of New York, described Colgate's hurdle race as follows:

1. The supplier of the premium is interviewed and the premium examined.

2. It is shown to a screening committee and an acceptance panel.

3. It goes through standard testing procedures, ranging from direct mail opinion testing to previous premium purchasers, to tests associating the premium with the product.

4. It is then proposed for management approval.

5. If approved, it goes to purchasing, where details such as price, specifications, supply, and quality control are worked out.

■ Mr. Diederich said he could not estimate how much time elapses while a premium suggestion goes through this mill because much depends on the premium itself, the degree of testing required, general and internal market conditions and Colgate's over-all merchandising plans at a given time. ≡

Armour Launches Star Lite

Star Lite foods, a new line of freeze-dried foods for sportsmen and other outdoorsmen, will be marketed by Armour & Co. The new products, which have about 98% of their moisture removed and weigh from 16% to 33% of their original weight, will be promoted with a spread in the June issue of *Fortune*. Armour also is considering outdoor and sporting publications. Foote, Cone & Belding, Chicago, is the agency.

Campbell-Ewald Handles Great Lakes Steel Account

Campbell-Ewald, Detroit, is the agency handling advertising for Great Lakes Steel Corp., which has launched a campaign to promote the use of steel in automobile bumpers.

In a picture caption in the May 22 issue, ADVERTISING AGE erroneously referred to Campbell-Mithun as the agency.

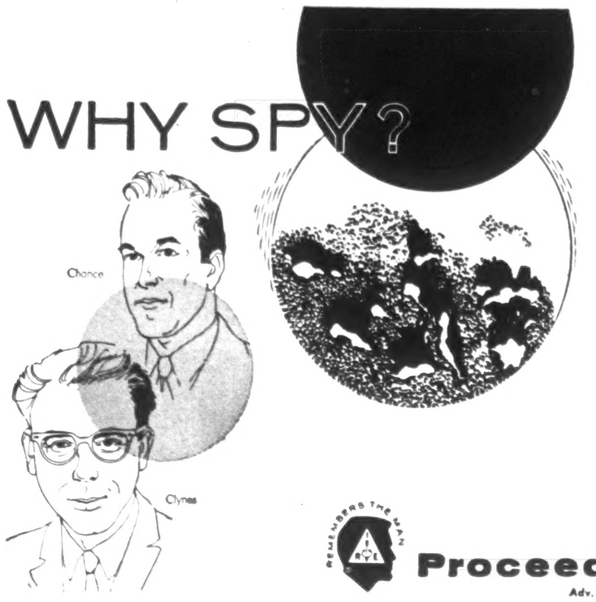
EXPRESS
XPRESS
-DISPATCH
7th AVE
ONE WAY
MENS
LAUNDRY
BOSTON
ST. PAUL
SAN FRANCISCO
DALLAS
ATLANTA
PRIORITY
AIR EXPRESS
AIR EXPRESS

This label speeds styles from sewing-room to showroom overnight

Styles stitched together today can set trends tomorrow anywhere in the 50 states and Canada, when they get the distinctive AIR EXPRESS label. This label tells many things to many people. It tells the drivers of 13,000 special AIR EXPRESS trucks to pick up and deliver door-to-door. It tells the loading crews of America's 35 scheduled airlines that this shipment goes first on, first off. And it says that it rates kid-glove handling all the way. Are you planning to ship new products or styles? Call AIR EXPRESS today and discover how little it costs to put this label on your shipment and get all the competitive advantages that go with it.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R E A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES



WHY SPY?

Secret Agent X defied detection for centuries. When he struck in past ages, men attributed death to many causes, never to him. In this century men became conscious of his existence. But no spyglass could find him; no telescope reveal his hideout; no microscope uncover his traces. Until . . .

With the coming of the electron microscope, the activities of Agent X are no longer secret. He's being watched at work in a hundred places — in cancer cells, or destroying man's body in countless different ways. Soon, counter measures will be devised.

Bio-medical research owes much to doctors and much to electronic engineers. Amongst these are thousands of highly-trained IRE members, a small but important section of the membership of the Institute of Radio Engineers. Their significant researches are published frequently in *Proceedings;* in this way they become available in America's continuing battle against disease.

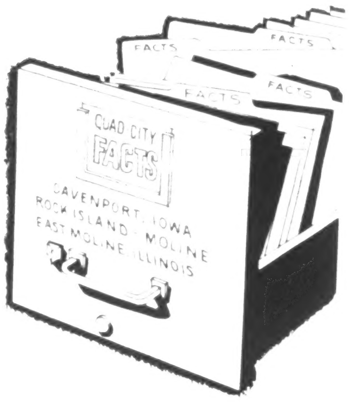
Two IRE members are being honored this year for contributions in this field. To Britton Chance, of the University of Pennsylvania, goes the William J. Morlock Award for applying advanced electronic techniques in a long-term program of fundamental biological research. To Manfred Clynes, of Rockland State Hospital, Orangeburg, N. Y., goes the W. R. G. Baker Award for a paper on "Respiratory Control of Heart Rate: Laws Derived from Analog Computer Simulation."

IRE's publishing is vital to today's research. Advertise your electronics product in *Proceedings!*

REMEMBERS THE MAN

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36. MUrray Hill 2-6606



FACTS ON FILE about the # 3 MARKET in IOWA-ILLINOIS

FACT No. 1

With more than ¼ million population, the Quad-Cities is the third largest metropolitan area in two of the most productive states — Iowa and Illinois with very high effective buying income of $7,000 per household

FACT No. 2

The Quad-Cities is the 57th U.S. industrial market and #2 in Iowa-Illinois. Total employed labor force over 107,000 - and growing

FACT No. 3

Only Quad-City home-town newspapers produce COMPLETE coverage of this active market with circulation to 100% of the households in the area. Sales impact is deepest and broadest available in this rich region — and **that's** a fact, too.

OVER ¼ MILLION PEOPLE
QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by JANN & KELLEY, Inc.

ROCK ISLAND ARGUS
MOLINE DISPATCH
Represented by ALLEN-KLAPP Co.

Getting Personal

Buffalo adclubbers recently honored **Melvin H. Baker**, a founder of National Gypsum Co., bestowing on him the first annual civic award for "lifelong contributions to his adopted city" . . . The women's adclub of Washington, D. C., selected **Mary Reed**, administrative assistant on the ad staff of the *Washington Star*, as adwoman of the year . . . And **Frederick C. Noyes**, president of Noyes & Co., Providence agency, was awarded a silver medal for a "lifetime of achievement in advertising" . . . The Omaha B'nai B'rith organization presented its 1961 Americanism citation to **Frank P. Fogarty**, exec vp of Meredith Broadcasting Co. and vp and general manager of Radio Station WOW, Omaha . . .

A "stork certificate" sent out by Fay and **Paul Geden** announced their sixth "dividend," Thomas Joseph, born May 4. Father is ad manager of Burlington Industries, New York . . . First-time parents are Janet and **Harry Shaffer** (he's radio-tv director of Sykes Advertising, Pittsburgh), with the arrival May 15 of Lynne Diana Kelly . . .

Bishopric Fielden Ben Green Whitebrook Jack Green

GOLDEN YEARS—*"Now you can blow your own horn," explained principals of Bishopric/Green/Fielden, Miami, as they presented a gold-plated horn to Ben C. Green, research director, at a dinner honoring his 50th year in business and 42nd in advertising. Flanking him are Karl Bishopric, president; W. Arthur Fielden and Charles Whitebrook, vps; and Jack Green, exec vp and creative director.*

Roger O'Neill of Clarke-O'Neill, Fairview, N. J., is recuperating from injuries suffered when his car was hit by a stolen car, killing Mr. O'Neill's fiance. He is the son of **Harold J. O'Neill**, a vp in the Clarke-O'Neill agency . . . **Paul Micali**, ad director of Schering Corp., is recuperating at home after a gallstone operation . . .

Newsweek Publisher **Gib McCabe's** daughter, Margaret, will be married in September to Melvin Cruger . . . Helen Drexel and **Gerald Raibourn** of Donahue & Coe will be married July 1 . . . **Jane Helen Geisman**, manager of advertising, promotion and pr of World Publishing Co., and Gilbert Chevalier, are planning an August wedding . . . Julia Cole Esty, daughter of the late **William Esty**, founder of the New York agency bearing his name, will be married this month to W. Lynden Gillis, of Cresap, McCormick & Paget, management consultant . . . It will be a June 18 wedding for Patricia Kamens and **Elliot Carlton Young** of McCann-Erickson, New York. **Mary Louise Tierney** of Kenyon & Eckhardt and **Roger E. Clark** of Norman, Craig & Kummel, New York, are engaged . . .

Crooner Rudy Vallee is returning to Broadway to co-star with Robert Morse in "How to Succeed in Business Without Really Trying," based on the book by **Shepherd Mead**, former tv copy chief of Benton & Bowles, who retired from advertising in 1956 to devote full time to writing . . .

Walter A. Spiro, exec vp of Lavenson Bureau of Advertising, Philadelphia, has been reelected chairman of United World Federalists, a movement which endorses the cause of world peace through world law . . .

The Portuguese government has again invited **James A. Ernst** of BBDO's art staff in New York to make a Portuguese painting trip. Last year he was invited to paint the northern provinces; this year it's to be the Azores Islands . . . **Robert Bode**, senior vp and executive art director of Kudner Agency, won two prizes in watercolor competitions last month. His watercolor, "Thaw," exhibited at the American Water Color Society show in the National Academy Galleries, was selected as a Henry Ward Ranger Fund "Purchase," to be donated to some museum for permanent exhibition. Another watercolor, "Backyard Patterns," won the Pauline Law award in a Hudson Valley Art Assn. show . . .

Eleonora O. Accardi, advertising copy editor of *Parents' Magazine*, has won the Amita award in the field of advertising, presented annually to a woman of Italian-American heritage for outstanding achievement . . .

A daughter, Allyn Cole, arrived May 16 at the **Don Halstead** homestead, joining two sisters, age three and seven, and two brothers, age nine and eleven. Father is vp and secretary of J. M. Mathes Inc., New York . . . A daughter, Leslie Jeanne, arrived May 14—truly a Mother's Day present—for Sue and **Hunter Yager**. Father is an account executive of Grey Advertising, New York . . .

The Pontiac convertible which was first prize in the recent contest sponsored by WFAA, Boston, was won by **Walter W. Simons**, space and time buyer for Kelly-Nason Advertising, New York . . .

"Approval of product recommendation" is one of six basic buying actions which typically result from buyers' use of manufacturers' catalogs in Sweet's. Other reported buying actions are: called local office... recommended... specified... requisitioned... wrote for detailed facts. Over 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's District Manager will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corporation, 119 West 40th St., New York 18.

50 EXTRA TOP VALUE STAMPS
FRESH GROUND BEEF
DELMONICO ITALIAN SAUCE
DELMONICO SPAGHETTI

AIR RIGHTS—*New display for Delmonico Foods utilizes unused space above meat counter to bring related items close to the basic product.*

Delmonico Display Uses Space Above Meats for Tie-ins

LOUISVILLE, May 23—Delmonico Foods will use a new over-the-meat-counter display rack for related product merchandising, beginning May 31. The fixture may start a new trend in related product selling, the company believes.

The display rack was conceived by the company's agency, Leonard M. Sive & Associates, Cincinnati, to make possible a strong merchandising deal on spaghetti, Italian sauce and fresh ground beef. It will first be used in a promotion with Kroger Co.

The rack is made of tubular steel and sets up in about 10 minutes, complete with all supporting advertising material. It was a joint design and construction project of the Sive agency, Container Corp of America and Arnamac Corp.

■ It permits easy restocking of the meat from the rear, as is customary in this type of self service meat counter. At the same time, it holds grocery products within easy reach of the housewife, utilizing unused air space above the meat display. ≠

Kleer-Vu Names Wittner

Fred Wittner Co., New York, has been named to handle advertising for Kleer-Vu Industries, New York, and its subsidiaries. The companies make acetate and polyester transparent envelopes. Firestone Advertising Agency formerly handled the account. Wittner has named Paul H. Laric, formerly merchandising manager of Narda Ultrasonics Corp., Syosset, L.I., an account executive in the publicity department.

Available Now
Unusual Rental Offering
FILM, PHOTO or RECORDING STUDIO SPACE
Near North Side Prestige Location
Within Walking Distance of
Chicago's "Loop."
56 E. Superior St.

- Ground Floor
- 15 Foot Ceiling Studio
- 7 Executive Offices
- Private Truck Entrance
- 8,325 Square Feet
- Convenient to Public Transportation & expressways

—located in—
Advertising Age's Advertising Center
Call Mr. Linder
WHitehall 4–7373
Browne & Storch
Managing Agents
919 North Michigan Ave.

Independent TV Offers Shows

Independent Television Corp., New York, tv film distributor, has begun syndication of two new series. "Whiplash" features Peter Graves as Christopher Cobb, the American who ran the first stage-line in Australia. All episodes were filmed on location. The other series, "Supercar," deals with the space age, featuring a supercar which can "travel on land without touching the ground, fly with super jet speed and can submerge like a submarine." It utilizes a technique new to tv, "super marionation", the use of electronics to give model miniature characters a dimension of reality, according to ITC.

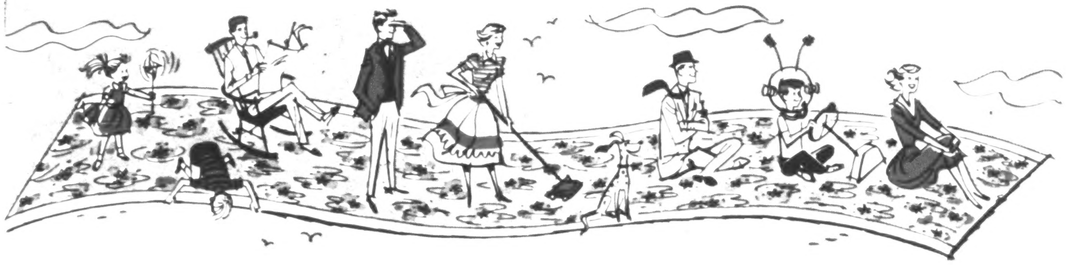
Spring Push for Hudnut

The Hudnut division of Warner-Lambert (Canada) Ltd. is concentrating on Fashion Quick home permanent, a Miss DuBarry Beauty kit and Hudnut Egg-Creme shampoo as part of a spring Canadian campaign. For Fashion Quick, television spots are scheduled for 26 markets. The DuBarry beauty kit is being promoted in *High News*, *Vie Etudiant* and through national and co-op radio. Shampoo ads in newspapers point up that "No other shampoo can do so much for your hair." Ronalds-Reynolds Co., Toronto, is the agency.

Aceros Nacionales to IMS

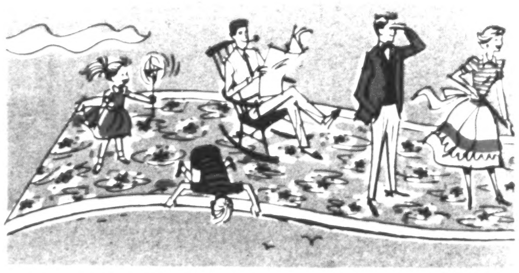
Aceros Nacionales, Mexico's largest producer of wire products, has appointed the Mexico City office of Intercontinental Marketing Services Inc. to handle its advertising. IMS is the international subsidiary of L. W. Frohlich & Co., New York. In addition, the agency's Mexico City office has been named by Cutter Laboratories, Berkeley, Cal., to promote its pharmaceutical products in Latin America.

Each dollar you invest in the Digest lets you *double your*

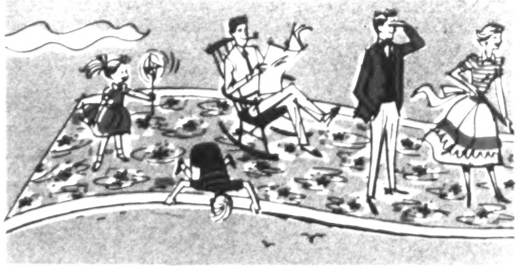


393
per dollar in
Digest

196
per dollar in
Post



192
per dollar in
Life



192
per dollar in
Look

Ritter, Sanford Adds Two

Music Corp. of America, New York, has appointed Ritter, Sanford, Miller & Kampf, New York, to handle its advertising. The account was resigned recently by Sudler & Hennessey after one year (AA, March 20). Ritter, Sanford also has been named to handle advertising for Stock of the Month Club, investment advisory service. Harold Miller Co. formerly handled the account.

Robin Hood Shops Plan Drive

Robin Hood Automotive, Chicago, a chain of muffler and brake shops, has begun a magazine drive aimed at summer motorists and prospective franchise holders. The program of one-quarter and one-third page ads began April 25 in *Look*. Also on the schedule are *The Saturday Evening Post* May 13, *Esquire* in June, *True* in July and *Playboy* in August. Bozell & Jacobs is the agency.

Dumas Milner Buys 4-Minute 'Celebrity Five' Radio Show

HOLLYWOOD, May 23—Dumas Milner Corp., Jackson, Miss., maker of Copper Glo, Alumi-Glo and other products, has signed as the first sponsor of a new four-minute radio show, which paradoxically is called "Celebrity Five." The company will sponsor the initial show—"Ask Eddie Cantor"—for 26 weeks.

"Celebrity Five" currently is being merchandised to advertisers as part of a package arrangement that includes time on 1,100 independent radio stations throughout the U.S.

As explained by Al Petker, producer, distributor and merchandiser of the show, the package plan borders on barter. Coverage, he said, is primarily in secondary markets.

■ In exchange for a pre-recorded program featuring a "name" performer, participating stations have agreed to broadcast the show daily in "Class A" time and have the option of inserting a local 60-second commercial message, Mr. Petker said.

Advertisers who sponsor the program on a "national" basis, get two 30-second spots which are worked into the recorded program before distribution to stations. Thus, the show contains 60 seconds of sponsor advertising, 60 seconds of local advertising sold by the individual station, and three minutes of entertainment.

Sponsor rates are based on $30,000 per month, or $105,000 for a 13-week schedule, and are commissionable to agencies, Mr. Petker said. The sales organization for the show is AP Management Corp., Beverly Hills. Post & Morr, Chicago, made the buy for Dumas Milner. #

NOAB Elects Hartigan Chairman of the Board

J. J. Hartigan, senior vp of Campbell-Ewald Co., has been elected the new chairman of the board of National Outdoor Advertising Bureau, New York.

J. J. Hartigan

Other newly elected NOAB officers include William F. Wright, vp of J. Walter Thompson Co., treasurer, and Charles R. Hogan, vp of N. W. Ayer & Son, chairman of the executive committee.

Falstaff Buys Portion of NBC-TV 'Sing Along'

Falstaff Brewing Corp., St. Louis, has purchased quarter sponsorship of "Sing Along with Mitch" for next season, beginning Sept. 28. The 52-week show will be seen on NBC-TV Tuesday nights. Dancer-Fitzgerald-Sample, New York, is the Falstaff agency.

Other sponsors of the Mitch Miller hour show are Colgate-Palmolive Co., Buick division of General Motors Corp., and R. J. Reynolds Tobacco Co.

chances-to-sell

floor coverings

Marketers of major household products use Reader's Digest to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an advertisement gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical two-to-one spread in *chances-to-sell* to people in families that recently bought rugs or other floor coverings:

In the Digest	17,101,000
In the Post	8,677,000
In Life	9,019,000
In Look	8,010,000

The number of such *chances-to-sell* that you get *per dollar* with a 4-color page is shown at the left.

And Digest readers are top-quality prospects for all major household purchases

A typical Digest issue is read by:

- About 40%, of the people in the upper-income third of the country.
- Over a quarter of all people who have remodeled or expanded their homes recently.
- Nearly a third of all people in homes with clothes dryers or automatic washers.

Whatever product you market, be sure you know your *chances-to-sell* to your own *best prospects*.

What about TV? Because TV audiences have not been measured accurately for proven prospects for specific kinds of products, comparisons must be based on *chances-to-sell* to the *entire* audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).

"Double your chances-to-sell"

Reader's
Mothers seem prettier in a home that has a Hammond Organ
Reader's

Hammond Organ knows how the Digest gets *results*!

For years, Hammond Organ has tested the pulling power of magazines for its products . . . which are major family purchases. When it found the Digest outpulled other magazines in coupon returns for both its expensive and economical models, it doubled its Digest schedule.

People have faith in

Reader's Digest

KSLA TV

TEXAS
ARKANSAS
LOUISIANA

HARRINGTON, RIGHTER & PARSONS, INC.
national representatives

Now...reach the CREAM of today's farm market

DOANE'S

NEW BUSINESS MAGAZINE FOR AMERICAN AGRICULTURE

- **First issue *August 15* (closes July 15)**
- **50,000 circulation . . . largely Class I farmers**
- **Published by Doane Agricultural Service, Inc. . . . recognized leader in farm management, appraising, research, and agricultural writing.**

For rate card and full data, call nearest representative

ST. LOUIS	CHICAGO	NEW YORK	DETROIT	MINNEAPOLIS
J. A. Neal	Philip C. Miller	Billingslea & Ficke	Frank B. Heib	Dean & Slaughter, Inc.
5144 Delmar	919 N. Michigan	420 Lexington Ave.	12986 Houston-Whittler	502 National Bldg.
FOrest 1-2800	WHitehall 4-5464	LExington 2-3667	TRinity 3-4840	FEderal 3-2229

*Special bonus offer of 6 insertions for the price of 4 to charter advertisers.

INSTANT PLEASURE
RICHARD'S
WILD IRISH ROSE
WINE

INSTANT PLEASURE—*This outdoor poster is one of the displays being used in the current Wild Irish Rose campaign pointing up its "instant pleasure" appeal.*

Ross Adds Baumfolder

Philip I. Ross Co., New York, has been named to handle advertising and promotion for the Baumfolder division, newly acquired subsidiary of Bell & Howell. Baumfolder, manufacturer of folding machines, has sales offices in Philadelphia and factories in Sidney, O.

Wild Irish Rose Bows in Wine Field via Outdoor, Radio

New York, May 23—It's long past St. Patrick's Day, but Wild Irish Rose is ready to bloom here.

Richard's Wild Irish Rose is a new rival to E. & J. Gallo Winery's longtime leader in the "specialty" wine bracket, its Thunderbird brand, which has held its own against all comers in recent years.

Wild Irish Rose, produced by Canandaigua Industries, Canandaigua, N. Y., follows another rose, Monarch Wine Co.'s Mighty Like a Rose. Mighty got massive backing recently via radio and tv.

Wild Irish started with New York distribution on May 1, through North America Wines Corp., Maspeth, L. I. No ads have appeared yet, but Canandaigua said they were in the making and would start soon.

■ Ads for Wild Irish, advertised in 21 states, plug an "instant pleasure" line—pleasure being the "real reason why most people drink wine." Hutchins Advertising, Rochester, N. Y., is the agency.

The campaign uses a leprechaun motif to proclaim its pleasure theme on king-size bus posters, 24-sheet boards, window displays and point of purchase material.

The primary medium is radio, where an average of 15 spots weekly, mostly 60-second units, carry the "instant pleasure" message. Altogether 50 stations in 21 states are on the schedule.

Wild Irish Rose retails at $1.07 a fifth and 58¢ a pint in New York. ■

Allmayer, Fox Adds Two

Catamaran Corp. of America has appointed Allmayer, Fox & Reshkin Agency to handle advertising for its Tiki Pleasurecraft pleasure boats. Allmayer, Fox also has been named to handle ads for Regency House, a new 20-story apartment building. All of the companies are in Kansas City.

Av. No. vehicles per for-hire carrier 126

Av. No. trailers per for-hire carrier 67

Av. No. power units per for-hire carrier 59

Subscribers maintaining repair shops 77%

Subscribers participating in purchases 79%

ONLY TRANSPORT TOPICS (published every Monday) has the necessary frequency to build up sales impact quickly—and keep it up!

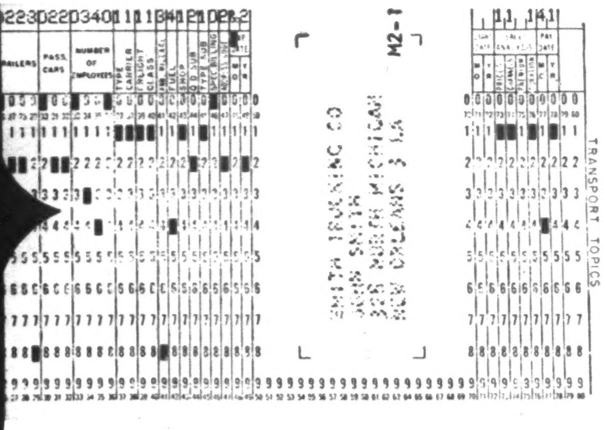
- Highest percentage of renewals 82.77
- Highest annual subscription rate $10.00
- 87% of subscriptions are for less than two years
- 90% of subscription orders mailed direct to publisher
- ADVERTISERS FOR THE PAST SIX YEARS APPEAR IN BRAD-VERN'S '61 BLUE BOOK

26th year of publication!

Transport Topics

Published weekly by American Trucking Associations, Inc.

HAS THE SPACE-AGE ANSWERS FOR SCIENTIFIC SPACE BUYING



Electronic data processing equipment now speeds TRANSPORT TOPICS market information into the hands of truck fleet advertisers. It's fast, accurate and current—the result of a continuing survey of TRANSPORT TOPICS' 21,960 A.B.C. net paid subscribers. You know exactly what you are covering when you purchase "market coverage" in TRANSPORT TOPICS—a quality market with quality circulation.

COPY OF PAPER AIR MAILED ON REQUEST.

Transport Topics ABC AUDITED PAID CIRCULATION

National Newspaper of the Motor Freight Carriers

1616 P Street, N. W., Washington 6, D. C.

Top Slice of the Mass Market

In the higher income neighborhoods of New York's mass market, The Mirror is strongest. Weakest in the slums.

Take a tip from New York's retail advertisers, who must get results. See how high among New York's seven dailies they rate The Mirror.

Make The Mirror a MUST!

Nissen Baking Joins TV, Newspaper Ad Techniques in Drive

LYNN, MASS., May 23—Nissen Baking Corp. has integrated print and tv advertising features into its bread promotion.

The campaign consists of repeated exposures of four 10-second tv IDs and four two-column newspaper ads which are virtual reproductions of the tv storyboards in a vertical format.

The copy never varies. It keeps hammering at the idea that there's only one test for bread: "Taste it! It's nicer! It has wheatier, eatier flavor . . . It's nicer! It's Nissen's Old Home Bread."

John C. Dowd Inc., the agency, said that close coordination of the tv, copy and art departments "permitted considerable savings in production."

"One studio date accomplished the filming and recording of the commercials and the photography for the ads. The four models—man, woman, boy and girl—speak just two words, 'It's nicer,' and repeat them. The remainder of the audio is the announcer's voice," Joseph E. Manion Jr., account executive, said.

■ The boy and girl, at the same time, were photographed together for a two-color page newspaper ad which launched the 1961 advertising effort, Mr. Manion said. The ad's long copy traced the 60-year history of the Nissen family. ■

Geyer Appoints Ludder; Elects 3 Directors, VP

Geyer, Morey, Madden & Ballard has appointed Jerome H. Ludder, formerly president of Executive Seminars Inc., a marketing analyst for special projects. Mr Ludder, earlier with Time Inc. and a director of special projects for *Life*, has been working with Geyer, Morey as a marketing consultant. The future status of Executive Seminars, a consultant to appliance, utility and apparel companies, has not yet been decided.

Geyer, Morey has elected Anthony C. DePierro, vp in charge of media, Stephen H. Hartshorn, vp and research director, and George Oswald, who joined the agency in February as senior vp, directors. LeRoy A. Emmerich, broadcast production manager, has been named a vp.

F&S&R Names Five

Five new persons have joined the Chicago staff of Fuller & Smith & Ross. They are W. R. (Bob) Watson, member of the executive staff; Luke Williamson, Gary Kokes and Ralph Toumela, art directors; and Wayne K. Anderson, production manager. Mr. Watson formerly was a vp of Grant Advertising; Mr. Williamson previously was a free lance artist and art director. Mr. Kokes formerly held art positions with Bozell & Jacobs and Foote, Cone & Belding; Mr. Toumela previously was an art director of Fulton, Morrissey Co. Mr. Anderson formerly was with Waldie & Briggs.

Ostrup Joins Texas Triangle

Cy Ostrup has been appointed vp and general manager of Texas Triangle Inc., U.S. sales representative of XEAK, Tijuana. He will open offices in the Lee Towers, Los Angeles. Mr. Ostrup formerly was manager of the San Francisco office of Daren F. McGavren Co., station representative.

'National Foundry' Bows

National Foundry Digest, 3691 Lee Rd., Shaker Heights, O., was launched May 10, with an introductory circulation of 10,000. K. Beckweth Hodges is editor and publisher of the new business publication.

Design News
5660
U.S. AIR FORCE
A CAHNERS PUBLICATION

IS THE SQUARE FORMAT JUST A GIMMICK?

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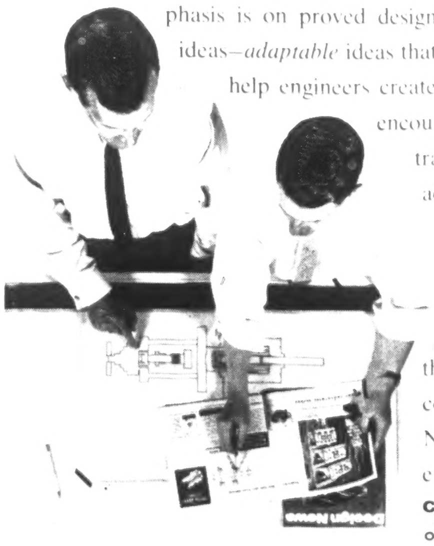


Versatile Adman

. . . Dean Schaefer

RELEASE—*Dean Schaefer blows the first 16 bars of the second chorus of "Talk of the Town" during recording of "Ad Man After Hours."*

AUDIENCE—*Dick Heart, control department supervisor of Kenyon & Eckhardt, Chicago; Mrs. Schaefer and son Robert, who is a K&E account coordinator; and Jonah Jones, noted trumpet player, were in the audience during the recording session.*

On a recent workday, after hours, Dean Schaefer, head of the Chicago agency bearing his name, was the leader of a group of five local business and professional men who took up their "axes" (musical instruments) and hewed their way through a two-hour recording session in a protest against the lack of public acceptance of jazz.

The long-play record album, entitled "Ad Man After Hours," that resulted from the session, edited down to 40 minutes, was conceived by Mr. Schaefer, a tenor saxaphonist. It contains spontaneous conversation by the five parttime professional musicians as well as their original compositions, played by each as a soloist. They range from Mr. Schaefer's "Deadline at Eight" to "Extra Fare," by a cab driver. (The record is available at $3.98 from AMR Records, 203 N. Wabash, Chicago.)

For Mr. Schaefer, as for the others, jazz serves as an outlet for the tensions and frustrations of business life. The record's narrator, speaking of the quintet, says, "Tomorrow they will return to the jobs they have grown to accept."

▪ Asked to elaborate on the protest angle, Mr. Schaefer, with unanimous support from the other members, said that all musicians—jazz or otherwise—"feel a deep humiliation and resentment that the jazz musician—most spontaneous of all creative artists—must turn to a different profession at a highly productive period in his career simply because the majority of the American public is so completely insensitive to this one art form which is so distinctively American in concept.

"It is a truism," the adman-musician said, "that jazz musicians—like old generals—never die; they simply fade into obscurity in a search for the economic security impossible for them to achieve in their world of jazz improvisation."

Mr. Schaefer, however, seems to have found a way to enjoy both, as well as time to develop into a parttime business another hobby—the creation of decorative accessories using grotesquely shaped parts of trees, found along the shores of Lake Michigan. ≠

AT WORK—*Mr. Schaefer discusses his agency's forthcoming promotion for Miller Furs by Michelle, Chicago, with the client, Herman Wizner.*

JAZZMEN—*Last two "riff" choruses of the "Ad Man" theme find Dean Schaefer and Dick Haase, a cab driver (left), building to a finale.*

AFA 5th District Elects

J. Gordon Bruun, vp and director of Jay H. Maish Co., Marion, O., has been elected governor of the fifth district of the Advertising Federation of America. Other new officers of the district include Fred Dettmar, Dayton Power & Light Co., 1st lt. gov.; Wilbur J. Janszen, Amity Advertising & Letter Service, 2nd lt. gov.; George R. Andrick, WSAZ-TV, 3rd lt. gov.; Robert T. Hollister, Akron, 4th lt. gov.; and Florence Tabbert, Ohio Fuel Gas Co., treasurer.

Pacific National Adds Two

Furnaces Inc., Portland, Ore., and Speer Products Co., Lewiston, Ida., maker of gun oils, have appointed Pacific National Advertising Agency, Portland and Lewiston, as their agency.

Timely Boosts Mildred Miller

Mildred Miller, with Timely Clothes Inc., Rochester, N.Y., for the past four years, has been named advertising manager.

BBDO's Wolfrum to Retire

Arthur Wolfrum, head art director for the past 21 years of Batten, Barton, Durstine & Osborn's Boston office, will retire in June.

North Dakota 2nd State to Qualify for Outdoor Bonus

WASHINGTON, May 23—North Dakota last week became the second state to qualify for an outdoor control bonus, but time is running out for the other 48.

As a result of an agreement signed by Commerce Secretary Luther Hodges May 18, North Dakota has promised to zone posters off of the non-urban portions of new interstate highways inside its borders. As a result, the federal government will pay 90.5% of the cost of road construction in that state, instead of 90% which it pays elsewhere.

Under the existing law, the opportunity for states to qualify for outdoor control bonuses expires June 30. President Kennedy has asked Congress to extend the opportunity for four more years and to increase the bonus to a full 1%, but so far there has not been any action in Congress to approve his request (AA, March 6).

Before today's agreement with North Dakota, only Maryland had qualified. ≠

San Francisco Adclub Elects

A. J. McCollum, manager of the advertising and publicity department of Pacific Gas & Electric Co., has been elected president of the San Francisco Advertising Club. Other new officers are Charles R. Stuart Jr., advertising manager of Bank of America, vp; Mrs. Alice Albert, manager of classified telephone sales, *San Francisco Chronicle*, secretary; and Mrs. Muriel Tsvetkoff, director of development of Golden Gate College, treasurer.

Dwight Buys Monitor-Patriot

William Dwight, publisher of the *Transcript-Telegram*, Holyoke, Mass., has purchased the Monitor-Patriot Co., publisher of the *Daily Monitor*, Concord, N. H., for an undisclosed sum. James M. Langley, principal *Monitor* stockholder and publisher since 1923, will continue as editorial writer and consultant to Thomas W. Gerber, who becomes general manager June 1. Mr. Gerber is now chief of the *Boston Herald's* Washington bureau.

Advertising Sales Adds One

Ski Publications, Hanover, N. H., has appointed Advertising Sales Associates, Bloomfield Hills, Mich., its midwestern representative.

Cowles Jr., Swan Succeed Cowles Sr. at 'Star, Tribune'

Joyce A. Swan has been appointed publisher and John Cowles Jr. editor of the *Minneapolis Star* and *Tribune*, succeeding John Cowles Sr., who has held both positions for many years.

Joyce A. Swan

John Cowles Jr.

Mr. Cowles Sr. will continue as president, treasurer and chief executive officer of the newspapers.

Walworth Joins Scott

John S. Walworth has joined Scott Inc., Milwaukee, in a creative and account service capacity. Mr. Walworth was formerly with Thilmany Pulp & Paper Co., Kaukauna, Wis.; Fox River Paper Corp., Appleton, Wis.; and Hammermill Paper Co., Erie, Pa.

Katz Appoints Five

Frank Lewis has been transferred from the Syracuse office to the New York headquarters sales staff of Katz Agency, media representative. John R. Wright, formerly with Peters, Griffin, Woodward; Gerald D. Drucker; formerly with Ziv-United Artists Television Co., and Peter R. Scott, formerly with Foote, Cone & Belding, have joined the Katz tv sales staff in New York. Richard G. Doherr, previously with Fuller & Smith & Ross, has joined the radio sales staff.

Tanner Joins Clark Equipment

William Ray Tanner has been appointed sales promotion and advertising manager of Clark Equipment International, with headquarters in Brussels, Belgium. Mr. Tanner formerly operated his own distribution company for heavy construction equipment and industrial and agricultural machinery in Caracas, Venezuela.

Med-Tek Appoints Kahn

Med-Tek Corp., Dearborn, Mich., manufacturer of medical laboratory products, has appointed A. D. Kahn Inc., Detroit, to handle its advertising.

© 1961 Fawcett Publications, Inc.

4400 YEARS READING TIME

. . . that's the composite time it takes 34 million people to read any one month's issues of Fawcett publications.

Fawcett—one of the 3 major circulation forces in America!

Fawcett produces and sells almost 12 million magazines a month—reaching 34 million people. The 12,000,000 magazines receive an average of 3.4 hours reading time per copy or, in its broader sense, 4400 years of reading time.

In terms of ABC copies per issue . . . Fawcett outranks all magazine publishers in America except Curtis and Reader's Digest. And 90% of Fawcett magazines are purchased at the full price.

Although this is unquestionably mass circulation, Fawcett editors do not regard their readers as a uniform mass of humanity, but rather as groups of readers, each engrossed in a special interest. Each Fawcett magazine is aimed directly at the special interests of its particular audience. Obviously, that is the reason why so many people spend so much time reading Fawcett publications.

. . . singles out people through their special interests.

WOMAN'S DAY · TRUE

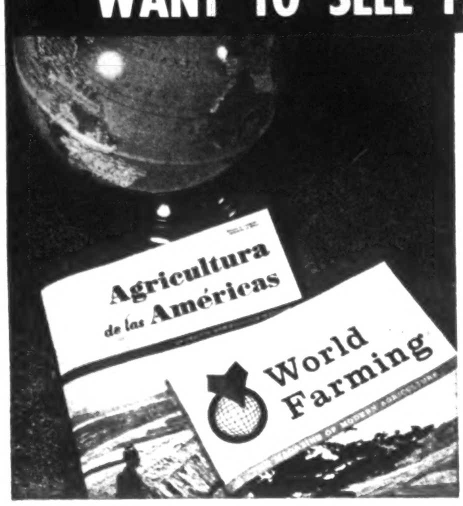
ALSO PUBLISHERS OF MECHANIX ILLUSTRATED · MOTION PICTURE · TRUE CONFESSIONS · CAVALIER

meanwhile, back at American Home...

...a rip-roarin' crew of young editors is turning out the most exciting home service magazine you ever shook an insertion order at. That's the new American Home – and this lip-smacking spread on chuck-wagon steak from a recent issue is a case in point. American Home is fresh, colorful, imaginative . . . and, above all, it's practical. Just what America's young new suburbanites are hankerin' for. American Home is made to order for home owners, with the greatest number of home service pages in the mass-magazine field – a meaty 88.1% of total editorial content. More pages on building and remodeling, more on home furnishings and management, more on kitchen environment than any other major book. And every blue-ribbon page boasts American Home's brand of action-packed journalism. Action-getting, too! No armchair cowboys among its 12,250,000 readers. They're hard-buying men and women, ready to start a stampede toward their local stores at the drop of an idea. Round up an American Home sales hand pronto, and get the whole story.

AMERICAN
HOME

THE MOST EXCITING THING
THAT'S EVER HAPPENED TO
HOME SERVICE MAGAZINES



WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

Comics Magazine Assn. Reelects Goldwater President

John H. Goldwater, publisher of Archie Comics Publications, has been reelected president of the Comics Magazine Assn. of America. Also reelected were Jack S. Liebowits, National Comics Publications, vp; Martin Goodman, Magazine Management, secretary; and Leon Harvey, Harvey Publications, treasurer.

At the association's seventh annual convention, Mr. Goldwater cited a comics vs. tv research study by Stanford University, which confirmed tv's inroads as an entertainment medium, but reported that comics had "regained some of the readership lost to tv by steadily expanding the dimensions and improving the quality" of its publications. The comics code authority, set up to police the industry, reported that in 1960 there were 107 out of 1,040 comics books that required correction to meet code standards.

Only Creative Ad Sells in Today's Ad Flood, Seniors Told

NEW YORK, May 23—Imitative advertising, more new products, increased ad budgets and growing public anesthesia are among the reasons there is need for more creative advertising, according to consultant Nat Danar.

Speaking to the senior advertising class at the City College Baruch School of Business & Public Administration, Mr. Danar told the neophytes, "If imitation is the sincerest form of flattery, Madison Ave. is drowning in the deep pool of self-admiration."

He said, "Advertiring, instead of advertising, is an illness in the field today. Creativity should be king, and not reigned over by statistics. A fine, imaginative advertising campaign can throw any statistical prognostication out the window."

Some 10% of 1960 industrial sales were in new products, and the figure will rise to 14% by 1964, the head of Nat Danar Inc. said. "It is mandatory that advertising become more creative—thus more attractive to the ultimate consumer—so that these new and improved products will reach their ultimate destination."

■ Increased advertising by more advertisers—which could total $25 billion by 1975—suggests that "the hackneyed ad will just be a waste of time, paper and money."

Mr. Danar told the advertising students that more competition within media is making the agency's job tougher each year. "Even to receive initial attention from the reader is twice as hard, I would hazard, as it was ten years ago."

Daily bombardments by advertising messages, Mr. Danar continued, "may be more than the conscious mind can absorb. No doubt all of us turn off our own personal receivers as much as possible and turn them up fully only when something especially different and dynamic, or having personal identification, arouses our attention."

Finally, Mr. Danar indicated he felt that competition from international ad agencies is an element that is gradually being injected into the picture; some foreign agencies may be preparing for a cut at the American pie, he said. #

ANA Elects Buttenheim Head of Business Paper Unit

Donald V. Buttenheim, president of Buttenheim Publishing Corp., New York, has been elected chairman of the business paper committee of the Assn. of National Advertisers, New York. At the same time, Philip D. Allen, president of MacLean Hunter Publishing Corp., Chicago, has been elected vice-chairman of the committee.

208 Cars Sold in Dallas

A total of 140 new cars and 68 used cars estimated in value at $556,663, were sold during the Dallas "Spring Auto Market," which ran from May 6-14. The market was co-sponsored by the *Dallas Times Herald* and the Dallas Market Center (AA, May 8).

Mead Returns to Ludgin

George Champion Mead has returned to the copy staff of Earle Ludgin & Co., Chicago, after three years with Reach, McClinton & Co., Chicago. He will hold a senior copy position with Ludgin.

WHO Radio should be No. 14 on any "Top Market" radio list!

50,000-Watt WHO Radio Covers 865,350 Homes In Iowa PLUS!

EVERY time your marketing strategy calls for radio in America's top *radio* markets . . . 50,000-watt WHO Radio belongs on the list!

There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!

WHO Radio reaches 865,350 homes in "Iowa *PLUS!*" (96 of Iowa's 99 counties *plus* a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading metro areas, including Des Moines, account for just 33%.)

Many surveys, for 23 consecutive years, have measured the Iowa radio audience, and have *proved* that WHO is Iowa's most listened-to radio station. A 93-county area Pulse (March, 1960) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 85 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

Source: Pulse (March, 1960). NCS No. 2. SRDS.

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

"The Finest Tradition of Shirtmaking"
Churchill
Originals • Imports
styled by Enro
From six to fifteen dollars

COOL—*Enro Shirt Co. is running this one-third b&w page in two issues of The New Yorker. Myers, Anderson & Strong, New York, is the agency.*

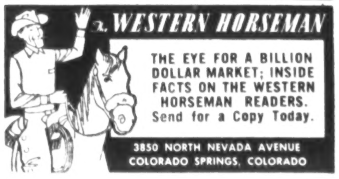
Four Sponsor 'Ben Casey'; Other Sales by ABC, CBS

ABC-TV, New York, has signed American Chicle Co. (Ted Bates & Co.), Dow Chemical Co. (MacManus, John & Adams), Noxzema Chemical Co. (Sullivan, Stauffer, Colwell & Bayles) and Warner-Lambert Pharmaceutical Co. (Ted Bates & Co.) as sponsors of "Ben Casey," an hour dramatic series starting Monday, Oct. 2, at 10 p.m. (EDT). Vincent Edwards will star as Ben Casey, a young resident in neuro-surgery at a metropolitan hospital.

Plasti-Kote (Alan M. Shapiro Advertising) has bought participations in ABC-TV daytime shows, "Number Please," "Queen For a Day," "Who Do You Trust" and "Morning Court." At CBS-TV, General Foods Corp. (Young & Rubicam) has signed as sponsor of a special half-hour comedy, "The Alan King Show," to be presented Sept. 18, at 10 p.m. (EDT).

'Family Physician' Sets Date

Family Physician, a monthly, expected to get started with an April issue (AA, Oct. 24), now expects to bow in July. One-time page rate will be $570 for b&w and $870 for four-color. Distribution is guaranteed to 35,000 non-members of the American Academy of General Practice. The academy, publisher of *Family Physician*, also puts out *GP*, a monthly, which goes to academy members.


The WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Colgate Uses 'Easy Aces' in Drive for Wash 'N Dri Towels

NEW YORK, May 24—Goodman and Jane Ace, a favorite comedy duo of the early days of radio, will reactivate their "Easy Aces" personalities to introduce Wash 'N Dri, a pre-moistened towel, to radio audiences.

First national advertising drive for this product, which was added to the Colgate-Palmolive Co. list early this year with the acquisition of Canaan Products, will start late this month.

Norman, Craig & Kummel has set a 13-week schedule on NBC Radio's "Monitor." There will also be a saturation spot campaign in more than 30 major markets, and one column b&w ads in July and August issues of *Good Housekeeping* and *Parents' Magazine*.

■ The Aces will mix not-so-hard-sell for Wash 'N Dri with their puns, quips and malapropisms. For example, this sun and surf skit:

Ace: Well, Jane, are you going to play a card, or are you gonna sit there all day thinking?

Jane: Well, I can't help it, dear. Every time we play cards on the beach, you get suntan oil on everything. I can't see my cards. It gets my bearings balled up.

Ace: They weren't too well oiled to start with . . . What do you want me to do—go back to the house and get soap and water and a towel—

Jane: Oh no—here—use a Wash 'N Dri.

Ace: A wash and who?

Jane: Wash 'N Dri. When you can't wash in water, use Wash 'N Dri. Go ahead, wash your hands with it.

Ace: Well, horseless carriages—

Jane: Wipe your face, too. Wash 'N Dri cleans and cools your face and hands—leaves them fresh and dry in seconds. Wash 'N Dri takes the place of soap and water and a towel, all in one swell foop . . .

Ace: Hm—How about that? No soap, no water, no nothing . . . If you'll pardon my double negative, Jane.

Jane: Oh, that's all right, dear—after all we *are* married.

Ace: Isn't that awful?

Announcer: Buy new Wash 'N Dri at any drug store. Just open the handy foil packet and unfold the pre-moistened towel. Freshen up in seconds, then throw the towel away. When you can't wash in water, use Wash 'N Dri! (Another fine product of the Colgate-Palmolive family). #

Cleveland Plain Dealer Sunday Magazine
Sunday
April 30, 1961
Timetable for Spring Wildflowers in Color
The Mouse House and Other WRU Research
Prize Newspaper Photos of the Past Year
Fashions of Interest to the Junior Miss
Kingwood in Bloom

This is the Sunday Magazine read by more than a half-million families in the Cleveland market 52 weeks every year. Distributed in the Sunday Plain Dealer it brings your story massive coverage in a retail market larger than any one of 37 entire States.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network
Eastern Resort, Travel Representative, The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

U.S., U.K. Shops May Corner Most Italian Business

Great Strides Being Made by Agencies with Marketing Services

By Mark Random

MILAN, May 23—Anglo-American agencies are making such great strides on the Italian advertising scene that many ad men see them probably cornering most of the business within the next few years.

And it is a sizable business. With rapid recent growth in the economy, advertising expenditure has expanded apace. From an estimated $98,000,000 in 1955, advertising volume has grown to $108,000,000 in 1956, $122,500,000 in 1957 and to a whopping $182,000,000 in 1960.

And about two-thirds of all Italian advertising passes through agencies in Milan, center of Italian industry, commerce and advertising. Here in Milan more Anglo-American agencies are setting up shop, while others are considering taking the plunge.

Intam Italiana, a subsidiary of London Press Exchange, gave a reception last month for leading Italian industrialists and media owners to meet senior directors of the LPE organization from London, marking the formal opening of one of Italy's newest advertising and marketing organizations.

■ G. S. Royds Ltd., another British agency, opened a branch office here two years ago, set up a separate company, Rami, last September and is now going great guns.

Masius & Fergusson, another British agency, set up shop as Masius & Fergusson Italiana in November with a staff of 11 Italians under an English manager, Pat Jackson-Fielden. At present, the agency is handling only one account: Triumph foundation garments.

J. G. Wynne-Williams, chairman of the parent company, explained that the agency is still in the groundbreaking phase at present and is not looking for other business just yet. But he thinks future prospects are exciting.

"There are excellent long term prospects," said Mr. Wynne-Williams. "The Italian economy is developing fast and with higher standards of living there is room for agencies which can give manufacturers a good advertising and marketing service."

■ McCann-Erickson set up shop in Milan in mid-1959 and is now getting settled down. Manager John Caminer reported that the agency billed $1,000,000 in 1960, its first business year. It is currently billing at double this rate and is also expecting to beef this up.

McCann has just picked up the Vick International business in Italy. Advertising on this account will start in September most likely, with a billing of around $300,000 to $400,000.

Young & Rubicam is on the point of going into Italy. It recently hired Peter Morgan Harry, general manager of the Attwood Statistics organization in Italy, reportedly to head up the new shop. He is at present with Y&R in London.

■ Agency circles in Milan have been expecting Young & Rubicam to open an agency here almost any day, but it is understood that for policy reasons the new shop will not be opened until at least the fall of this year.

Erwin Wasey, Ruthrauff & Ryan has also been studying the ground, although no decision has been taken yet on whether to open in Milan.

S. H. Benson's international subsidiary acquired a substantial financial interest last year in Radar Pubblicita, one of the leading Italian agencies, which led to the formation of Radar-Benson Pubblicita, an agency with a staff of 60 and $3,500,000 in billings.

Gian Luigi Botter, the Italian heading up the agency, believes that the future of the agency business in Italy lies with the Anglo-American agencies or the Italian agencies which have Anglo-American associations or backing.

"In two or three years practically all the advertising business here will be in the hands of the international agencies," he said.

■ "The agencies which will come out on top are those which have the courage to reinvest so as to provide better quality and fuller service.

"As manufacturers see what modern advertising and marketing agencies can do for their competitors, they will turn away from the traditional pattern of using their own advertising department exclusively or placing advertising through consultants and art studios.

"So it will be the strong marketing agencies which will come out ahead of the field, since Italy has little to learn on the graphics side of the business."

Sgr. Botter noted that there is increasing competition between agencies for business and staff. "The only way to get good people today is to buy them, and the price is going up."

Radar-Benson is probably the only agency in Italy to employ a woman account executive, although several have women as assistant account executives. She is Dr. Giovanna Ubertazzo. Dr. Ubertazzo thinks it will not be long before other agencies are employing women as account executives on products aimed at the female consumer, be she career girl or housewife.

■ Intam's interests in Italy have developed rapidly since 1959. In April of that year, 31-year-old Ronald Beatson, a former advertising and pr account executive and export company director, went to Milan as Intam's Italian representative to lay the foundations of a new company. He is now managing director of Intam Italiana. The agency, manned by British and Italian executives, combines the functions of a domestic Italian agency with the responsibility for Italian advertising and marketing of products of international companies based in the U.S. and Britain.

The intention, as with most international agencies setting up in business here these days, is to build up the staff by taking new recruits from Italy to be trained in London, and by securing top Italian creative talent.

■ Among well-known names on the Intam Italiana account roster are Allied Chemical International, British European Airways, British American Tobacco, Dunlop, English Electric, Exquisite Form foundation garments, Girling, Heinz, Henry Wiggin, Industrial Distributors Sales, Joseph Lucas Italiana, Macleans, Mond Nickle, Ronuk polishes, Quaker Oats, Tissue Papers Ltd., Vickers-Armstrong and British Aircraft Corp.

A. C. Burton, managing director of Intam Ltd., who arrived in Milan at the conclusion of a 15,000-mile tour of Intam branches and associates in Africa and the Middle East, reviewed the reasoning behind LPE's entry into Italy.

He said that in spite of internal economic problems, Italy is a rapidly expanding market which presents valuable opportunities for well advertised British and American products.

"The birth of the Common Market has provided British and American exporters and their agencies with strong reasons for securing a foothold within the six Community countries, many of which are entering by the Italian gate," said Mr. Burton.

■ Royds' subsidiary here, RAMI (Royds Advertising & Marketing Italiana), has also shown considerable growth. Its billings have grown from around $560,000 in January to around $1,500,000 at present. It is headed by two joint managing directors, Canadian Alan Hooper and Italian Dr. Georgio Lomazzi.

The only other Briton on the staff of 17 is Keith Peacock, an Englishman who came out to Milan in January to start up the agency's marketing department.

Among the clients handled by RAMI are Brylcreem; Pal razor blades; Manzotin canned meat; Colombani's Jolly brand canned fruit and juices; Mellin baby foods, talc and soap; Evosmatic disinfectants and deodorants; Mefer industrial detergent; Mantorani, the Milan area Lancia distributor; Forest men's ready-to-wear clothing; Berkel machinery; Medio Banca Centrale and Compass Banking and instalment buying finance; and Resinedil building plastics.

■ R. Evans, managing director of Royds' Overseas Services, says that there is more stress these days on scientific advertising and marketing in Italy.

"It is the agency which can keep abreast of this development that will win out," Mr. Evans said.

Royds finds the same staff difficulties as other international agencies setting up in Milan and follows the now common pattern of moving its Italian trainees to London for long periods as soon as they have sufficient command of English and a grounding in the advertising business.

Italian agencies and consultants and studios have so far been hardest hit by this invasion of American and British agencies. But some of the older established international agencies have felt the breath of competition as well.

■ J. Walter Thompson Co., for instance, lost some business in the last year or so, including Caltex, which switched to Radar, and part of its Leibig account.

But this is likely to be compensated for by the fact that a number of its American accounts are now showing signs of becoming more active.

The British agencies now moving in here have a sterling example to follow in CPV Italiana, Italian affiliate of Britain's Colman, Frentis & Varley. Established here in 1952 by Ray Thompson, a British adman who has an Italian wife, CPV has made amazing strides and now ranks as the country's largest agency, with billings in excess of $7,000,000, about double the size of any other shop.

CPV recently added Minnesota Mining & Mfg. Co., Polaroid Corp., some British-American Tobacco brands, and Johnson's Wax. Of late it has also managed to crack the Italian market and picked up such typically domestic accounts as Cinzano, which is practically a national drink, and Barilla, the country's largest spaghetti manufacturer.

■ But CPV lost the BEA account, which moved over to Intam, following its switch to LPE in Britain.

James Martin, a CPV account executive, said of the recent influx of British and American agencies:

"The Italian agencies have had to bear the brunt of the invasion, and some say that they haven't fared too well. The international agencies seem to have taken advantage of the opportunities here, which few of the Italian agencies seem to have done. Radar, of course, is an exception." ≡

Wiley
Neville
Klein

NEW AANR OFFICERS—*Ward Neville, Ward Griffith, is the new president of the Philadelphia chapter of the American Assn. of Newspaper Representatives. Raymond T. Wiley of the New York Times moves up to vp and Ralph Klein, Klein-Smith Co., secretary.*

N. Y. Disc Jockey Gets Payola Conviction

A guilty verdict has been handed down in the first of eight payola cases filed against former New York radio station employes. Five of the eight were radio disc jockeys. The first defendant tried was Peter C. Tripp, former disc jockey for WMGM, New York, who on May 15 was found guilty of accepting $34,150 from record manufacturers and distributors for plugging their songs on his WMGM show, "Your Hits of the Week." He was tried by a three-man New York special sessions court.

Mr. Tripp is now a disc jockey for KYA, San Francisco. On the stand, Mr. Tripp held that the questioned payments were made to him for his services as a consultant. Sentencing on the 35 counts for commercial bribery will take place June 30. The court could sentence him to a year and $500 on each count. A decision on whether to appeal will be made later.

Durham Adclub Elects Jarman

J. Frank Jarman, president and general manager of WDNC, Durham, N. C., has been elected president of the Durham Advertising Club.

Public Decides Growth of Mass Media: McCoy

WASHINGTON, May 23—A John Blair & Co. executive reminded a Washington audience last week that mass media are never thrust on the people by decisions from the top.

Referring to radio's 98% saturation in set ownership, Arthur H. McCoy, Blair's exec vp told the Advertising Club of Washington mass media become big "only when millions of people choose to make them so."

His speech—which because of his illness was read by Blair's sales manager, Ed Whitley—seemed to be referring to a demand by Newton Minow, Federal Communications Commission chairman, for higher programming standards in tv.

The speech at the advertising club was part of a celebration honoring WWDC, Washington, on its 20th anniversary. In honoring WWDC, Mr. McCoy noted that WWDC has been successful in a market that supports 19 radio stations.

■ "Occasionally you will hear, 'The airwaves belong to the people'," Mr. McCoy said. "That they do. Just as the street corner (a piece of the planet called Earth) belongs to the people. Just as the sky belongs to the people.

"But does this mean that the people can only use the sky, the land, and the water the way a particular set of administrators dictate? Not in America it doesn't, thank God."

He attacked suggestions that government limit the number of radio stations. FCC has wisely granted licenses to as many business men who qualify, he said, rather than determining what is "good for" a market.

"Each market itself determines that," Mr. McCoy said. "The people either listen a lot to a station, a little or not at all." ≡

Fairchild Will Launch Drug Publication in October

Fairchild Publications, New York, will publish its new weekly for druggists, *Drug News Weekly*, next October. Plans for the newspaper were announced last year. Morton Stark, who has been news editor of *Supermarket News*, will be editor, and Robert S. Stainton, advertising director of *Supermarket News*, will be advertising director of the drug paper in addition to his present duties.

Drug News Weekly will cover the retail side of the drug and toiletry industries. Charter subscription rates will be $1 a year and $2 for three years. Advertising rates have not been set yet.

SMW, Staff Group Combine

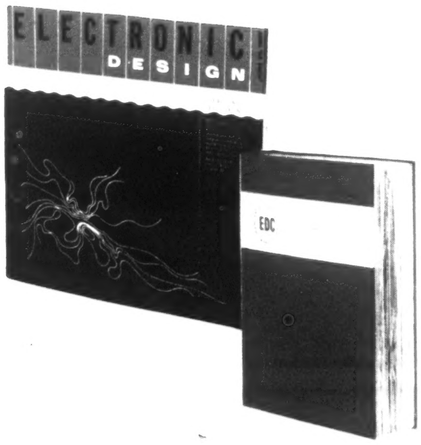
A working association for non-food selling in supermarkets has been made between the SMW Buying Syndicate Inc. and Staff Supermarket Associates, New York. Besides buying for member chains, the tie-in involves training on the merchandising and selling of non-food lines and the establishment of the Staff label in non-foods lines in addition to the food lines already under the label.

F. C. Byrnes Joins Buchen

Frank C. Byrnes, formerly with Foote, Cone & Belding on the Minneapolis-Honeywell Regulator Co. account, has joined Buchen Advertising, Chicago, as an account executive. For eight years he also has been Midwest editor of *Chemical Engineering* and *Chemical Week*.

when the ELECTRONIC DESIGN *engineer* SPECIFIES *his company* BUYS

In the fast moving electronic market, timing is especially critical to sales success. Because specification must precede purchase, your advertising must reach the electronic design engineer *before* the critical moment of specification. This is a task far beyond the capabilities of even the largest sales force. It's a task that can only be accomplished by the magazine that concentrates exclusively on this key engineering function: ELECTRONIC DESIGN.



HAYDEN PUBLICATIONS

New York • Chicago • Boston • Los Angeles • San Francisco • Atlanta • Tokyo • London

Three Fifths of Chicago's Married People are Separated

Chicago's married people buy a lot of goods. They're avid newspaper readers, too — more than 7 of 10 read a newspaper every day. Yet your advertising *misses* from 60.3% to 79.3%*—better than three-fifths — of Chicago's married people when you use *just one* Chicago daily newspaper.

The lesson to be learned is obvious. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, from 3 to 143 more *married readers* per dollar than any other 2-paper combination.

"Chicago NOW"

*"Chicago NOW," the report on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures—plus some important new ideas—about selling Chicago. If you don't already have a copy, contact your Sun-Times and Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

**Based on 1000 line B & W Ad*

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO } Sawyer-Ferguson-Walker Co.

Copyright 1961, Field Enterprises, Inc.

SOMETHING NEW—*A new high in agency commissions is reached in these three planes, which were put on the auction block May 10 and 11 to recoup money owed to Harris & Co., Miami, by the Cuban government for tourist advertising placed by the agency. In addition, a Cuban bomber and 1,000,000 lbs. of insecticide will also be auctioned to satisfy the claim. The plane facts are that, when Fidel Castro refused to honor his government's debt to the agency, the agency went to court to have the planes impounded. Later, the agency won a court order to have the planes sold.*

Moore Joins Corman, Ciangio

Lansing Moore, formerly a vp and account supervisor of Chirurg & Cairns, New York, has been named president of Corman, Ciangio & Faxon, New York merchandising and sales promotion company. He succeeds Nicholas G. Ciangio, who moves up to chairman of the board. Harry Corman continues as vp. Jack Faxon left the company in January to set up his own company, Faxon Associates, New York.

Haffa, CBS Settle Suit

Titus Haffa, Chicago industrialist, has settled his $10,000,000 libel suit against Columbia Broadcasting System and eight sponsors. He received an apology from CBS and an undisclosed amount of money. Mr. Haffa charged that he was libeled on a "Playhouse 90" tv show, entitled "Seven Against the Wall."

Brennan Joins Compton

William Brennan, formerly assistant to the vp in charge of programs of CBS-TV in Hollywood, has been named vp and manager of tv programming in the Los Angeles office of Compton Advertising. He succeeds Robert Howell, who resigned.

Lane Joins McCutcheon

Edward B. Lane has joined McCutcheon Advertising, Phoenix, as a vp and account executive. Mr. Lane, who will head up the agency's new business department, was formerly an account executive of the Bria-Van Dyke agency in Phoenix.

Conover Jr. Named Exec VP of Conover-Mast Publications

Harvey Conover Jr., publisher of *Boating Industry*, has been named to the new title of exec vp of Conover-Mast Publications, New York. Mr. Conover, who also will continue as publisher of *Boating Industry*, will assist B. P. Mast Jr., president, in developing company objectives, and he will be responsible for manufacturing phases. Staff departments such as production, reader service and general service will report directly to him.

Harvey Conover Jr.

In addition, he will direct the company's corporate ad and pr programs. He also is secretary of Conover-Mast.

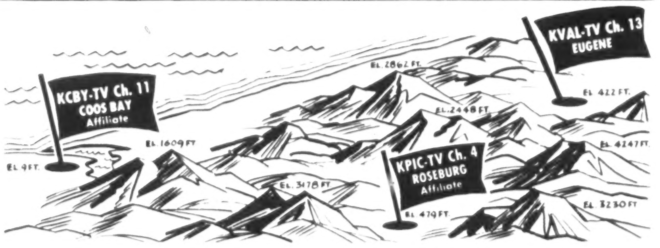
An imaginative few of the
READING, VIEWING and LISTENING PUBLIC
may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special **EXCESS INSURANCE** before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

TELEVISION HAS TO BE LOCAL IN WESTERN OREGON . . . THERE ARE MOUNTAINS!



Over 110,000 families depend on OTT* for a clear picture. Buyers get local coverage and attention from all three stations . . . and, remember, Eugene is Oregon's 2nd market . . . the only metro area between Portland and San Francisco.

ONE ORDER, ONE BILLING TO YOUR HOLLINGBERY MAN OR ART MOORE & ASSOC.
(PORTLAND – SEATTLE)

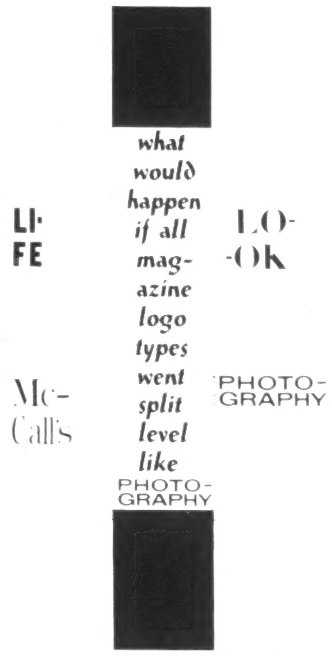
Oregon Triangle Television
KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 COOS BAY Affiliate

Along the Media Path

Two Southfield Senior High School students in Detroit have been awarded scholarships by **WXYZ,** Detroit, for the Communication Arts Institute at Michigan State University. The two seniors will attend the university's summer course to study television and radio broadcasting.

- A detailed profile of the chemical specialist, his background, training, title, function, purchasing influence and readership of business publications is included in a report available from **Chemical & Engineering News,** 430 Park Ave., New York 22.

- Effective with the June issue, **Family Circle** has advanced its on-sale date two days, to the Tuesday prior to the next-to-the-last Thursday of the month preceding cover date. The June issue went on sale May 16.


what would happen if all magazine logo types went split level like PHOTO-GRAPHY
LI-FE
LO-OK
Mc-Call's
PHOTO-GRAPHY

SPLIT-LEVEL LOGOS—*Popular Photography will defy Webster in its July issue by unveiling a new split-level logotype hyphenated after the second "o" (Webster says after the "g"). The magazine wondered what others would look like if they did the same. Here's the result.*

- Washington area golfers are being offered an opportunity to win a new putter of their choice (any standard manufacture) by asking questions of the weekly guest pro on "Gallant Golf Guide," on **WRC-TV**, Washington, D.C. Each week's guest pro answers questions mailed in by viewers. Writer of the question selected each week as most interesting is notified by phone or letter, and may then select a putter in any pro shop or sporting goods store, courtesy of Gallant Inc., sponsor of the show.

- Effective May 21, the **Chicago Sunday Tribune** introduced a new weekly "Home Improvement & Garden Guide" section which will cover remodeling, decorating, painting, gardening and related projects.

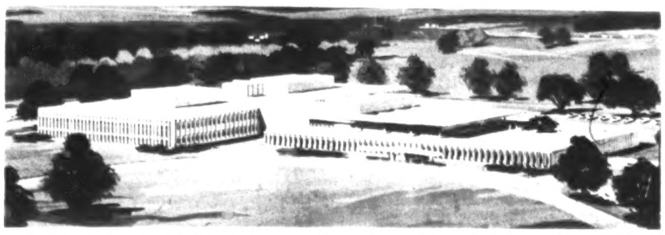
- As a result of Aunt Jemima self-rising flour's third annual gospel singing contest, conducted by **WWRL**, New York, 75,000 packages of the Aunt Jemima's product were sold by grocers in the metropolitan New York area. During the contest, which ran for nine weeks, more than 500 contestants—soloists, groups and choirs—were heard on two station programs. Listeners were invited to vote for their favorites; each vote had to be accompanied by a "guarantee" label from the flour.

- In a recent survey, sponsored by **Saturday Review**, conducted among journalism teachers in colleges and universities, the *New York Times, Christian Science Monitor, Wall Street Journal, St. Louis Post-Dispatch* and the *Milwaukee Journal* were rated among the 10 best individual newspapers in the nation. The *Courier-Journal* and *Louisville Times* were rated the best pair of newspapers in America, morning and evening, published by the same organization.

- On May 13, **WTTV**, Indianapolis, staged an all-day "telerama" of sports and special features to spearhead the building fund drive of the Southside YMCA.

- During the last few weeks the **St. Louis Globe-Democrat** has published special sections on the Civil War, Southern Baptist convention, shoes, and Sell-A-Rama auto sale.

- The May 21 issue of **Family Weekly**, devoted to summertime recreation activities, featured a quadruple-size page pull-out "Guide to Outdoor Cookery" recipe section.



FOR McGRAW-HILL—*Eight service departments of McGraw-Hill Publishing Co. will be housed in this proposed new office building at Hightstown, N. J. Construction will start next August.*

- J. L. Hudson Co., Detroit department store, transformed its 13th floor into broadcast facilities for five Detroit stations, **WJBK, WWJ, WXYZ, WLDM** and **WJR**, and for **CKLW**, Windsor, Ont., during the last full week of National Radio Month. In addition to originating programs from studios in the store, the stations fed programs into the store's public address system.

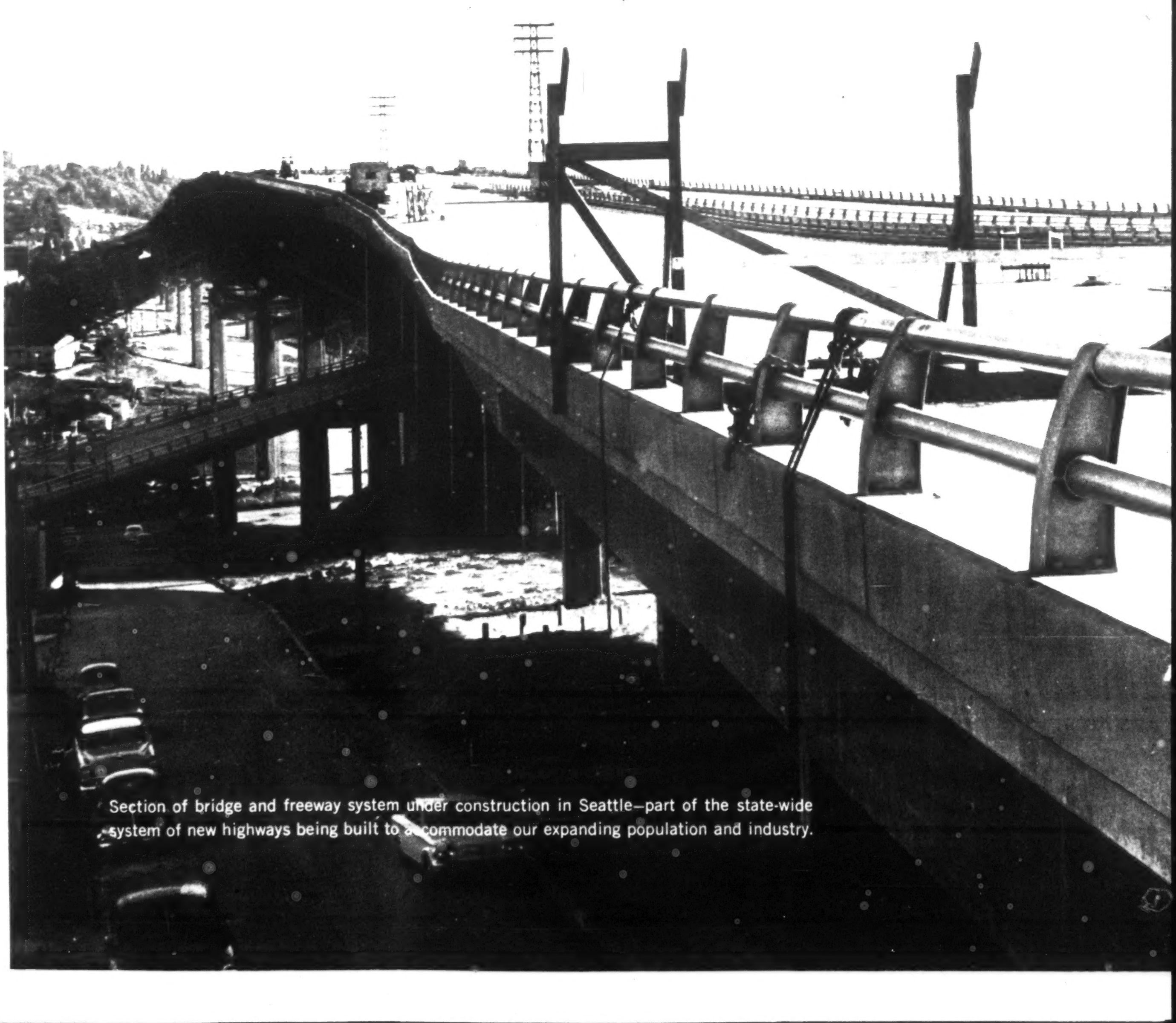
- **Daily Journal of Commerce**, Portland, Ore., has announced plans for construction of a $300,000 plant, scheduled for completion by the end of the year.

- The **St. Louis Post-Dispatch** published a 48-page special progress section May 7.

- A champagne christening ceremony launched **WOW-FM** as the third Meredith Broadcasting service in Omaha on May 15.

- "The Five Worlds of Our Lives,"

"the best thing about The Seattle Times.



Section of bridge and freeway system under construction in Seattle—part of the state-wide system of new highways being built to accommodate our expanding population and industry.

Imprinting Service

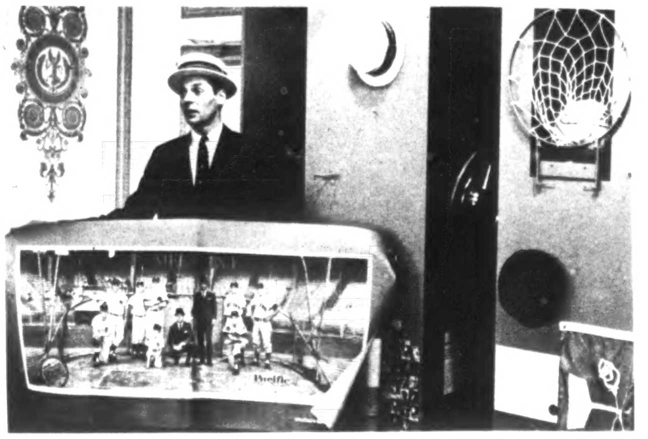
Let us personalize your national advertising by imprinting it with the names, addresses, and trade marks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill.

Newsweek's first venture into books, includes more than 400 photographs and 59 especially created maps that, together with the text, trace the history of the forces of the past that shaped the world today. The five "worlds" are (1) imperialism, (2) idealism and upheaval, (3) dictators, (4) nationalism, and (5) space. The regular edition is priced at $9.95 and the deluxe edition at $11.95 until June 6, when the prices will then be increased to $12.95 for the regular and $14.95 for the deluxe.

- "Suggestions for Handling Non-Standard Inserts," which includes recommendations on acceptable minimum and maximum paper weights for inserts, has been published by and is available from **Associated Business Publications**, 205 E. 42nd St., New York 17.

- **WTCN**, Minneapolis, announced the adoption of a new "great music" format on May 22 with engraved invitations inviting recipients to "attend the wedding of WTCN . . . and great music on Metropolitan Radio on Monday, May 22 . . . in Minneapolis-St. Paul."



SPELLED S-U-C-C-E-S-S—*Sports Illustrated is showing agency men and clients, not to mention potential advertisers, a new presentation called "Sports Illustrated in Action." Salesman Wally Lawder here uses a basketball and a photo of baseball players to make his points. The presentation uses props displayed on four revolving pillars to dramatize about 59 results stories. The show goes on in New York till about mid-June, then begins a tour of Sports Illustrated branch office cities.*

- Page Hiland, vp, Public Health & Visiting Nurses Assn., has been awarded the first annual award, presented by the Meriden United Fund for significant local efforts in the public service field. The award was established by the **Record-Journal**, Meriden, Conn.

- The 11th annual **Hartford Times** Little League Parade, successor to the newspaper's Boys' Baseball Day, will be held June 3.

- "In the Public Interest, 1960," a 12-page brochure describing the range of public service activities sponsored by the station during the year, has been published by and is available from **WSJS**, Winston-Salem, N.C.

- **Department of New Laurels: Family Circle** reports circulation for the first four months of 1961 averaged 5,850,000, an increase of 18.4% over the same period last year. =

McCann-Marschalk Boosts Marcella and William Free

William Free and his wife, Marcella, have been named to top creative posts in the New York office of McCann-Marschalk Co. Mr. Free, already a vp, was appointed creative director, and his wife was promoted to vp and associate creative director. Richard Fry, another associate creative director, was also promoted to vp, and Dana Blackmar was named an associate creative director.

The Frees joined another husband-wife team—Frederic and Diane Papert—to form Papert & Free in 1959. Mr. Free had formerly been with McCann-Erickson and his wife with Lennen & Newell. This partnership broke up in January, 1960, with Papert & Free becoming Papert, Koenig, Lois and the Frees moving to McCann-Marschalk.

Carberry & Murray Adds Two

Kings Highway Savings Bank, Brooklyn, has named Carberry & Murray, New York, to handle its account. The agency has also been named to handle advertising for Derby barbecue sauce, made by Glazer Crandell Inc., Chicago. Derby, a new advertiser, is running 200-line ads in 24 New York and New Jersey suburban daily newspapers. Kings Highway Savings Bank was formerly handled by Muir & Co., New York.

Oakland Club Elects Hannaford

Peter D. Hannaford, vp of Kennedy-Hannaford, has been elected president of the Advertising Club of Oakland, effective July 1. Also elected were Warren Owens, Foster & Kleiser, 1st vp; Stoddard Johnston, KTVU, 2nd vp; R. C. H. Martin, Albert Brown Mortuary, treasurer; and Merle Brothers, executive secretary.

Heinz Promotes Two

Louis A. Collier, manager of the Pittsburgh chain store sales region of H. J. Heinz Co., Pittsburgh, has been named general manager-marketing, and Mark G. Chapman, regional sales manager of Heinz' Pittsburgh independent and hotel-restaurant region, has been named to the new post of general manager—hotel and restaurant sales.

..is the people who read it"

Seattle and The Seattle Times are growing together

Circulation of The Seattle Times is

231,140 Daily

and

260,602 Sunday

an all-time record

In the richest market in the Pacific Northwest—the expanding, bustling Puget Sound region—The Seattle Times delivers your advertising message to the most people.

The Times' circulation today is the largest it ever has been—penetrating deeper, covering more effectively the Seattle city and retail trading zone.

Remember: The one that does it best is The Seattle Times.

Advertisers say: **"The best thing about The Seattle Times is the people who read it."**

They're right. Seattle Times readers make their buying decisions after reading their evening newspaper. They rely on it. They buy from it.

The Seattle Times

Represented by O'Mara & Ormsbee, Inc.—New York, Detroit, Chicago, Los Angeles and San Francisco

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

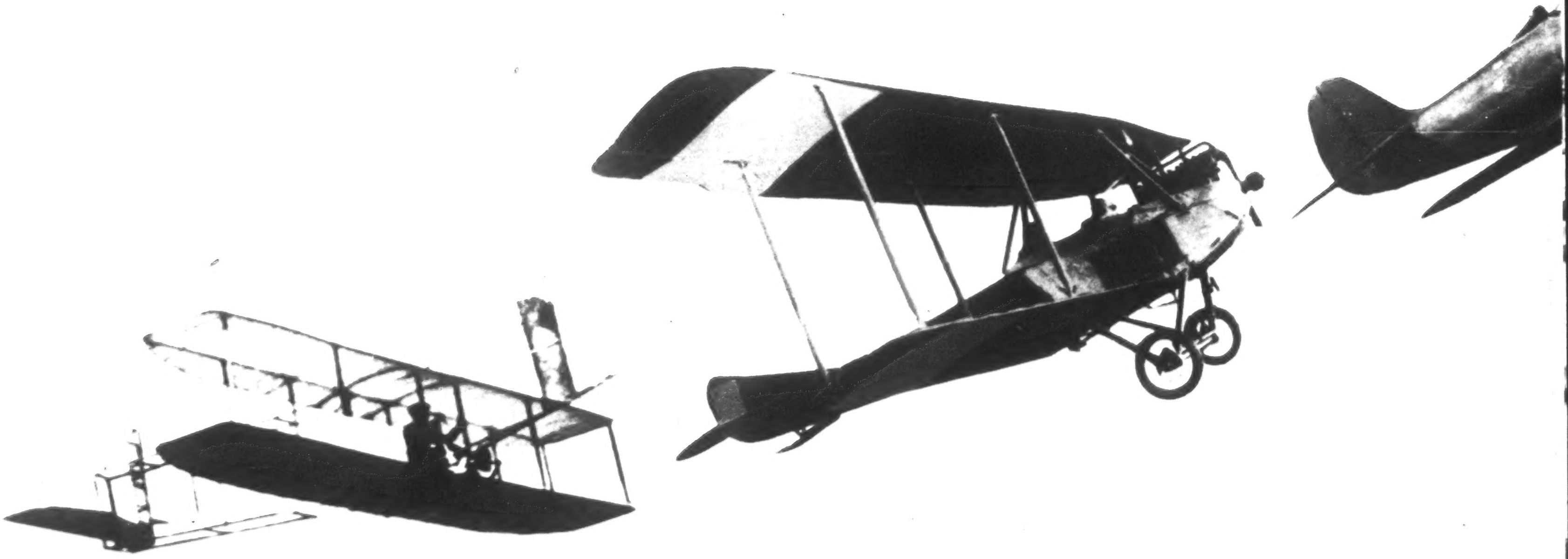
Easy to reach by Car!

Private Motor Entrance . . . uncongested, traffic-free.

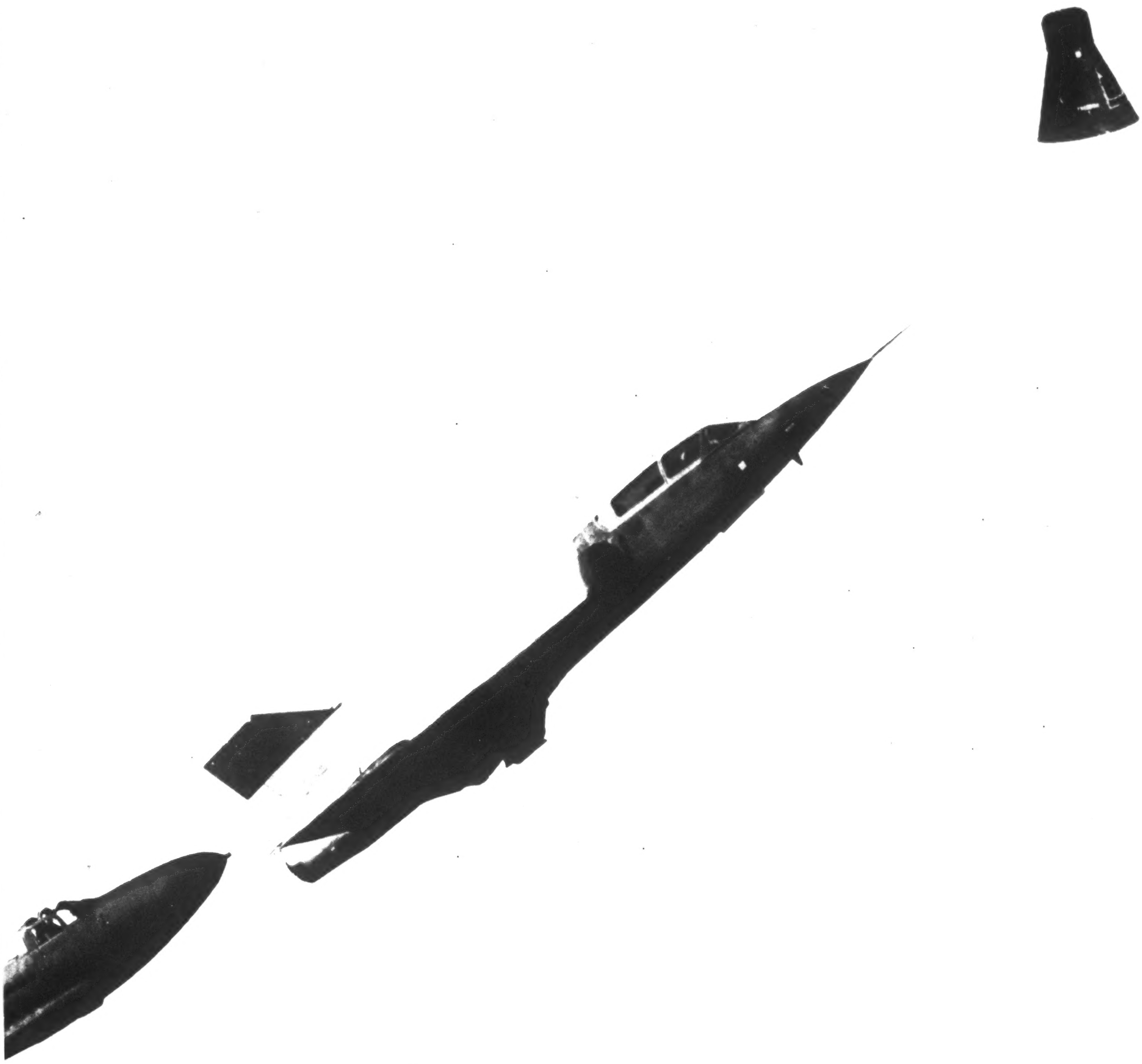
2000 Modern Rooms and Suites!

All outside with private bath
FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N. Y. MU 6-6000



there is nothing harder to stop than a trend



Things keep looking up.

ABC doesn't want to try to steal any of the headlines' thunder. But, in the spirit of the general jubilation, let us say that The Trend is "A-Okay all the way" toward ABC-TV.

Reason: ABC's leadership in Sports. (ABC's Wide World of Sports, All-Star Golf, Orange Bowl Game, Bing Crosby Golf Tournament, Fight of the Week, NCAA Football, Pro Football & College Basketball.)

Reason: ABC's leadership in action adventure entertainment. (The Untouchables, 77 Sunset Strip, Maverick, Naked City.)

Reason: ABC's leadership in comedy, cartoon shows. (My Three Sons, The Flintstones.)

Reason: ABC's facing of the issues of the day. (ABC-TV News Final, The Winston Churchill series, Close-Up!, Expedition!)

The result: Where people can choose, in the largest 3-network competitive area measured by Nielsen,* ABC is No. 1 in evening audience.

Look at the up-looking chart at the right.

There is nothing harder to stop than a trend.

ABC Television Network

NETWORK	24 measured weeks 3-net share Oct. 24, 1960—Apr. 16, 1961
ABC-TV	37%
NET Y	34%
NET Z	29%

*Source: National Nielsen 50 Markets TV Reports, Average Audience, October 24, 1960 through April 16, 1961. Sunday, 6:30 to 11 PM, Monday through Saturday, 7:30 to 11 PM.

Roberts
Hudson
Authier
Cavanaugh
Clark
Caummisar
Gibson
Keeney

AT NNPA MEETING—*On hand for 31st annual convention of the National Newspaper Promotion Assn. in New York were Glenn Roberts and Robert Hudson, Des Moines Register & Tribune; Leight Authier, Providence Journal-Bulletin; and Laurie Cavanaugh, Minneapolis Star & Tribune; Dan E. Clark II, of Dan E. Clark & Associates; and three NNPA bronze award winners: Basil Caummisar, Louisville Courier Journal & Times; Bettie Gibson, Pittsburgh Press; and Arthur W. Keeney, Houston Post.*

NNPA Hears Promotion Research of Rival Media Hit as 'Misinformation'

(*Continued from Page 3*)

rules, these clever and energetic propagandists for the other major media have even conned many in the ad world into believing that U.S. newspapers have little research to offer. The fact that newspapers are not providing basic research has been cleverly engineered," he charged.

"Some 80 dailies are now providing basic market research of various types. Four out of five top dailies have extensive research programs. Most of these are market, product, audience and coverage projects. In addition, several hundred newspapers have conducted editorial surveys, and dozens are having such studies completed or inaugurated. To top this off, there is the extensive and useful Bureau of Advertising overall program."

■ Jabbing away, Mr. Clark asked: "Can anyone here name 80 separate tv stations, with individual market studies, based on primary research, conducted by or for those stations, and paid for by them? Can anyone here name 80 individual radio stations currently conducting regular surveys of their markets and audiences with stable samples of their populations, costing from $5,000 to $100,000 annually? I can name 80 newspapers which do this.

"Yet," said Mr. Clark, "this strange image hangs on: Newspapers aren't providing the research the ad world is crying for. Who must the 'boys in blue' be? You—the promotion managers of the newspapers—with the help of the bureau.

"But let the fight be by our own ground rules—honest research, honestly described, but aggressively described and sold," he continued.

■ Referring to an as-yet-unreleased report by the newspaper committee of the American Assn. of Advertising Agencies, Mr. Clark said agencies want to know "who the readers are, what they do, and—in short—audience characteristics." He said the Four A's would recommend more emphasis on metropolitan-zone research, and more qualitative measurement of ad effectiveness.

(The Four A's report, "How Advertising Agencies Evaluate Various Types of Newspaper Research," is scheduled to be approved by the board of directors in June. *See story on this page.*)

"I don't agree on one point," Mr. Clark declared. "I believe it's up to the advertiser to determine ad effectiveness. The newspaper's job is to provide the vehicle to sell with; it's up to the advertiser to create the ad to sell the product."

■ Following Mr. Clark to the rostrum was Burleigh B. Gardner, executive director of Social Research Inc., Chicago, who squeezed off more charges:

"Newspapers' research information is misused from within and kicked around from without," he began. "Agencies have piles of data, but they have to reach a kind of understanding that will get through to human minds. Some ads are out of step with their audiences.

"The job is to make newspapers vivid, living associations that stir the mind. That's why tv has been the glamor gal, without proving realities. It's been exciting. It's played hell with all other media. (You think you're hurting? You should have seen radio a few years ago.)

"Besides, a statistical table is the dullest damned reading that ever was," Mr. Gardner added.

■ In another session, the NNPA gathering was heartened by a report from the Bureau of Advertising of the American Newspaper Publishers Assn. that about 90% (up from an 80% figure talked about during ANPA week in April) of BofA's research budget is being steered to the national sales force program, operated in conjunction with the American Assn. of Newspaper Representatives. Leo Bogart, BofA vp of marketing and planning, also brought his NNPA audience up to date on some aspects of the BofA-AANR Target Sell, aimed at specific ad accounts.

"We have received an excellent reaction from Chrysler to a readership survey of a special supplement they ran. In fact, they extended their list of markets (and newspaper budget) after they saw the results," Mr. Bogart said.

He outlined another recent BofA activity—trend surveys in the automotive buying field, conducted by Market Research Service.

"We have a seventh wave of this research headed for the field right now," Mr. Bogart said. He said the researchers found:

• Two out of five new car owners were conscious of "special efforts" to pay attention to ads when they were in the market.

• When this happened, 76% of new car owners and 92% of used car owners turned to newspapers.

Mr. Bogart said the studies showed car buying is a two-stage process: Preliminary exploration, and the final selective process. The report also unearthed repetitive, emotional, and logical car buying patterns.

■ Charles Lipscomb, president of BofA, reported that Western Auto, as a direct result of a Target Sell presentation, hiked its newspaper budget 10% for 1961, at the expense of direct mail. Mr. Lipscomb also said a presentation was being made to the Gallenkamp shoe chain.

He reminded NNPA listeners that there are something like 485 advertisers, each billing $1,000,000-plus, to shoot at; that of all U.S. dailies, 75% are in cities under 100,000 population, and more than 50% in cities below 50,000.

John H. O'Connell, of the Newsprint Information Committee, made up of six Canadian newsprint manufacturing companies, said his group "has laid $100,000 on the line to back its conviction with respect to newspapers," explaining that the committee asked the BofA to "tell us of a basic research project that newspapers should be carrying on, but cannot presently afford to undertake."

■ The result: (1) Measurement of the effect of repetition in newspaper ads, conducted by Harvard University in Fort Wayne—a $40,000 project involving 6,000 multiple-question interviews with housewives, to whom carefully controlled split-runs were exposed varying numbers of times over a 20-week period, for Lestare, a Lestoil bleach product, and a packaged chicken dinner by Kitchens of Sara Lee (AA, Feb. 15, '60); and (2) a $60,000 study, via Audits & Surveys, using a national probability sample, of depth interviews of 4,500 individuals in 2,500 households. This survey was angled toward extent of readership, its quality and its vitality.

E. T. McLanahan, promotion director of the *Denver Post*, said: "Our *Post* survey of Denver kid comics readers provided no evidence to support the theory that lengthy tv watching leads to less time reading the newspaper."

■ Dr. David Manning White, research professor of journalism at Boston University, said: "About 83% of all the Sunday newspapers in the U.S. carry color comics sections; these newspapers distribute 97% of all Sunday circulation. The *New York Times* (with its 1,400,000 circulation) is the only sizable Sunday paper without a comics section.

"In our comics study, 60% of the highly educated readers read comics in terms of positive pleasure responses, which is the social scientist's jargon for, 'They got a kick out of the comics'."

■ The NNPA keynote address was delivered by John Hay Whitney, president and publisher of the *New York Herald Tribune*. He said: "If newspaper reading fills a human need—and I believe it does—then the need seems to be not just deep and durable but special—something that refuses to be satisfied by any other kind of communication.

"If you could only define that need precisely, you'd be in a position precisely to meet it and would have a formula for guaranteed newspaper success." #

Uncirculated 4A's Report Offers Dailies Tips on Research

New York, May 25—An unreleased report, "How Advertising Agencies Evaluate Various Types of Newspaper Research," hovered in the background as a research-minded convention of the National Newspaper Promotion Assn. wound up its affairs here today.

Prepared by the newspaper committee of the American Assn. of Advertising Agencies—and not scheduled for approval by the Four A's board until June—the 16-page report was mentioned by at least one convention speaker. Here are some passages from the report, a copy of which was obtained by Advertising Age:

• "ABC reports, as currently prepared, give excellent coverage of pertinent circulation facts. It is hoped that the 1960 census definitions for standard metropolitan statistical areas will soon be added to or substituted for circulation analyses by 'city zone' and 'retail trading zone'."

• "The studies would be more useful if standardization in method, definitions, brand coverage, and reporting frequency made it possible to blend them together to yeild composite regional or national data."

• "The few reports of brand volume whose value is substantial are characterized by sizable research investments both in staff time and out-of-pocket expenditures and are usually produced either by outside firms specializing in commercial research or by trained professional researchers on the newspaper staff."

• "There is wide variation among advertising agencies in their acceptance of attention measures of individual editorial items or advertisements. The most that readership scores indicate is the attention paid by claimed readers to an individual advertisement, which may or may not have been one of a series of similar or related advertisements, and may not have been exclusive with the measured newspaper or with the newspaper medium."

• "Basic audience measurements could be extended, especially in multi-newspaper markets, to develop other information concerning audiences—for example, the rate at which individual newspaper audiences accumulate within a week; the average number of times per week a particular daily is read; the way in which this audience accumulation and frequency builds up for specific kinds of sub-groups, etc.

"No audience research of this type has, as far as is known, been done. This is an extension of the audience concept which has been used successfully in some magazine studies."

• "Agencies are not so much interested in the total number of readers developed by audience studies of newspapers (readers-per-copy times circulation) as in socio-economic characteristics of readers, which are obtainable only from survey data. How the newspapers select their audiences among socio-economic groups is the wanted information, because it can enable agencies to plan media strategy more effectively."

• "Audience measurement studies have negligible value in single newspaper markets, greater value in dual newspaper markets, and greatest value in markets in which three or more papers compete."

■ The Four A's committee said there are two areas in which newspapers could extend research efforts:

1. Audience measurement, without "boxcar numbers," but a documented number of readers according to socio-economic classifications.

2. Approaches which would optimize the advertiser's use of ad space.

The Four A's report also asked (1) if research principles could be developed to determine the most effective kinds of ads to build store traffic; (2) if optimum size-frequency patterns could be developed within a given ad budget; (3) how "newsworthiness," "localness," and "immediacy" could best be harnessed by advertisers; (4) if researchers could solve controversies over relative ad positions within newspapers; (5) whether research could come up with a set of "ground rules" for the use of newspaper color, in terms of store traffic, brand image, and message communication. #

May Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960
Alabama Farmer: (mon)										
‡North Edition	5.9	——	37.7	——	4.484	——	28.558	——	4.429	——
‡South Edition	6.1	——	39.2	——	4.673	——	29.667	——	4.618	——
Average 2 Editions	6.0	——	38.5	——	4.579	——	29.113	——	4.523	——
American Agriculturist (sm)	22.1	24.8	164.0	192.7	16.015	18.080	119.381	140.308	13.555	15.474
§Arizona Farmer-Ranchman (bw)	63.6	71.5	240.7	287.3	48.149	54.089	182.011	217.189	47.533	53.341
Arkansas Farmer: (mon)										
‡Delta Edition	10.7	21.7	80.0	109.7	8.056	16.399	60.466	82.969	7.854	15.993
‡Western Edition	7.1	18.8	58.3	94.8	5.342	14.248	44.093	71.713	5.140	13.842
Average 2 Editions	8.9	20.3	69.2	102.3	6.699	15.323	52.279	77.341	6.497	14.917
Business Farming (mon)	29.9	35.9	161.6	192.0	13.440	16.135	72.695	86.367	12.874	14.629
§California Farmer: (sm)										
Central Valley Edition	45.0	43.0	172.1	178.5	35.381	37.772	135.425	145.718	34.679	36.757
Northern & Comb. Edition	54.4	49.7	206.7	195.3	42.792	43.605	157.202	160.174	42.118	42.640
Southern Edition	43.9	41.7	168.0	169.7	34.577	36.616	130.575	138.213	33.940	35.651
Average 3 Editions	47.7	44.8	182.2	181.1	37.583	39.314	141.067	148.035	36.912	39.322
Colorado Rancher & Farmer (sm)	45.9	36.8	216.8	228.6	34.699	27.832	163.892	172.980	32.922	25.683
Dakota Farmer (sm)	46.3	102.5	244.3	343.2	36.338	80.346	191.527	269.079	36.002	79.231
·Electricity on the Farm (mon)	10.5	13.7	34.8	51.3	3.632	4.753	12.101	17.719	——	——
The Farmer (sm)	67.9	67.9	479.6	486.3	53.267	53.256	376.041	381.240	48.134	48.903
Farmer-Stockman: (mon)										
‡Oklahoma Edition	34.5	31.6	190.7	186.4	26.220	24.006	144.987	141.711	24.488	22.309
‡Texas Edition	30.7	30.5	182.0	182.4	23.363	23.181	138.340	138.637	20.869	21.484
Average 2 Editions	32.6	31.0	186.4	184.3	24.792	23.594	141.664	140.175	22.679	21.897
Farm Journal: (mon)										
‡Central Edition	88.9	83.1	457.5	490.0	38.136	35.660	196.259	210.216	36.742	34.468
‡Eastern Edition	72.2	70.5	390.7	403.4	30.987	30.228	167.600	173.040	29.593	29.036
‡Southeastern Edition	52.7	57.0	315.3	332.0	22.621	24.437	135.281	142.421	21.227	23.245
‡Southwestern Edition	55.1	58.3	322.3	336.2	23.623	25.009	138.288	144.210	22.229	23.817
‡Western Edition	76.2	75.5	384.2	413.2	32.703	32.374	164.813	177.245	31.309	31.182
Average 5 Editions	69.0	68.9	374.0	394.9	29.614	29.542	160.448	169.427	28.220	28.350
†Farm Quarterly (q)	98.5	88.7	210.5	212.2	45.517	40.979	97.261	98.036	44.100	39.917
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	34.2	30.8	170.7	197.2	14.679	13.218	77.089	84.602	13.000	11.502
‡Southwestern Edition	36.3	36.6	177.1	198.9	15.579	15.684	75.972	85.338	13.744	13.912
Average 2 Editions	35.1	33.1	178.7	197.9	15.030	14.180	76.652	84.887	13.290	12.442
Georgia Farmer: (mon)										
‡North Edition	7.9	15.3	48.2	81.1	5.960	11.569	36.419	61.384	5.882	11.232
‡South Edition	11.8	18.9	61.5	94.4	8.903	14.292	46.524	71.417	8.825	13.955
Average 2 Editions	9.9	17.1	54.9	87.8	7.431	12.930	41.471	66.400	7.353	12.594
*Indiana Farmer (mon)	16.0	11.6	106.8	88.6	12.297	8.879	82.011	68.065	11.083	7.166
§Kansas Farmer (sm)	55.3	52.1	223.5	191.9	42.482	40.067	171.688	147.446	——	——
*Kentucky Farmer (mon)	11.6	18.3	80.7	111.1	8.959	14.122	62.081	85.862	7.912	12.844
Michigan Farmer (sm)	18.2	17.9	298.4	314.8	13.976	13.781	229.161	241.746	11.903	11.403
Mississippi Farmer: (mon)										
‡Delta Edition	8.7	15.7	46.3	85.0	6.632	11.852	35.062	64.312	6.546	11.598
‡Eastern Edition	5.7	13.7	32.8	68.9	4.357	10.387	24.828	52.095	4.271	10.133
Average 2 Editions	7.3	14.7	39.6	77.0	5.495	11.120	29.945	58.203	5.408	10.865
§Missouri Ruralist (sm)	45.4	44.8	212.8	204.5	34.911	34.431	163.486	157.099	——	——
Montana Farmer-Stockman (sm)	53.6	53.1	294.4	321.9	40.502	40.109	222.603	243.374	34.937	34.236
Nebraska Farmer (sm)	75.2	72.4	475.4	481.9	56.883	54.783	359.509	364.496	51.312	49.540
··§New England Homestead (sm)	20.1	33.2	105.5	127.5	14.082	23.262	68.012	89.219	11.067	17.759
New Mexico Farm & Ranch (mon)	26.9	24.7	106.2	111.7	20.360	18.718	80.420	84.641	20.262	18.606
Ohio Farmer (sm)	22.8	22.2	371.6	382.8	17.522	17.054	285.376	293.958	14.911	14.348
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	56.9	47.3	188.1	185.9	43.112	35.785	142.329	140.614	41.292	33.965
The Oregon Farmer	47.5	42.5	164.4	171.8	35.935	32.147	124.276	129.884	34.094	30.667
The Utah Farmer	53.5	50.5	180.0	182.1	40.415	38.146	136.196	137.776	38.408	35.567
The Washington Farmer	47.2	48.3	169.6	186.4	35.706	36.479	128.246	140.955	33.777	34.931
Prairie Farmer: (sm)										
‡Illinois Edition	81.9	81.1	568.5	548.5	59.638	59.060	413.938	399.322	50.866	49.873
‡Indiana Edition	79.8	75.6	525.5	526.7	58.066	55.054	382.594	383.486	49.294	45.867
Average 2 Editions	80.8	78.3	547.0	537.6	58.852	57.057	398.266	391.404	50.080	47.870
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	69.3	80.3	380.4	430.0	47.141	54.568	258.678	292.366	45.040	52.405
‡Ga.-Ala.-Fla. Edition	73.8	81.7	388.4	427.2	50.154	55.575	264.124	290.503	48.284	53.645
‡Ky.-Tenn.-W. Va. Ed.	68.4	77.6	350.0	392.9	46.527	52.780	237.981	267.178	44.695	50.915
‡Miss.-La.-Ark. Edition	70.2	76.1	352.4	383.2	47.727	51.750	239.628	269.600	45.988	50.188
‡Texas Edition	71.5	83.2	347.6	395.2	48.630	56.596	236.379	268.724	46.389	54.707
Average 5 Editions	70.6	79.8	363.8	405.7	48.036	54.254	247.359	275.874	46.079	52.372
§Rural New-Yorker: (mon)										
New York-New England Ed.	25.1	20.9	101.3	107.2	19.114	15.963	77.273	81.899	16.560	12.915
Penn.-Jersey Farming Ed.	22.0	20.4	89.2	98.3	16.818	15.600	68.101	74.877	14.264	12.552
Southern Planter: (mon)										
‡Va., W. Va., Md., Del. Ed.	17.1	20.8	138.1	144.2	11.978	14.577	96.739	100.901	11.514	14.114
‡N. Car., S. Car., Ga. Ed.	14.3	17.7	104.8	120.8	10.026	12.379	73.389	84.467	9.562	11.916
Average 2 Editions	15.7	19.3	121.5	132.5	11.002	13.478	85.064	92.684	10.538	13.015
Successful Farming (mon)	63.3	81.1	382.6	426.5	28.472	36.513	172.156	191.903	——	——
*Tennessee Farmer & Homemaker (mon)	6.5	12.3	52.8	80.0	5.016	9.446	40.569	61.409	4.391	8.460
Wallaces' Farmer (sm)	77.0	70.2	514.5	536.9	60.361	55.020	403.346	420.926	53.831	49.152
††§Weekly Star Farmer: (w)										
Kansas Edition	17.8	20.8	64.8	68.4	44.288	51.495	159.709	168.685	24.532	32.179
Missouri Edition	16.5	20.7	66.0	69.1	41.007	51.156	162.687	169.945	21.707	32.083
Okla.-Ark. Edition	13.8	18.0	53.5	58.7	34.462	44.551	131.773	144.793	18.035	28.724
Average 3 Editions	16.0	19.8	61.4	65.4	39.919	49.067	151.390	161.141	21.425	30.995
Western Crops & Farm Management (mon)	27.8	22.7	147.7	133.3	11.936	9.722	63.632	57.204	11.936	9.722
Western Farm Life: (sm)										
‡Regular Edition	16.4	15.3	96.0	102.9	12.862	12.015	75.268	80.698	9.305	8.642
‡Eastern Edition	18.7	19.5	123.0	135.0	14.664	15.261	96.450	105.932	11.107	11.888
Average 2 Editions	17.5	17.4	109.5	119.0	13.763	13.638	85.858	93.315	10.206	10.265
Wisconsin Agriculturist & Farmer (sm)	55.0	43.2	366.9	364.3	41.414	32.423	282.519	280.272	43.135	33.890
Wyoming Stockman-Farmer (mon)	47.4	47.2	253.3	229.8	37.028	35.686	196.404	175.606	35.762	31.457
Total Group	1.175.8	1.247.1	7.046.0	7.528.9	791.927	832.744	4.860.804	5.184.901	693.855	729.248

‡Not included in totals. §Not included in totals: as May figures were unavailable as this issue went to press April figures are shown. ·Four issues January-May 1961; five issues January-May 1960. †Published quarterly in February, May, August and November. *Changed from 784-line page to 768-line page effective January 1961. ··One issue April 1961; two issues April 1960. ††Changed from 2.464-line page to 2.488-line page effective April 1961.

Newspaper-Distributed Farm Sections

	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960
Iowa Farm & Home Register (mon)	12.3	16.4	77.2	98.6	12.259	16.442	77.181	98.578	11.995	16.067
Texas Ranch & Farm (mon)	6.9	11.2	74.5	86.9	6.902	11.242	74.522	86.884	6.468	10.500
Total Group	19.2	27.6	151.7	185.5	19.161	27.684	151.703	185.462	18.463	26.567

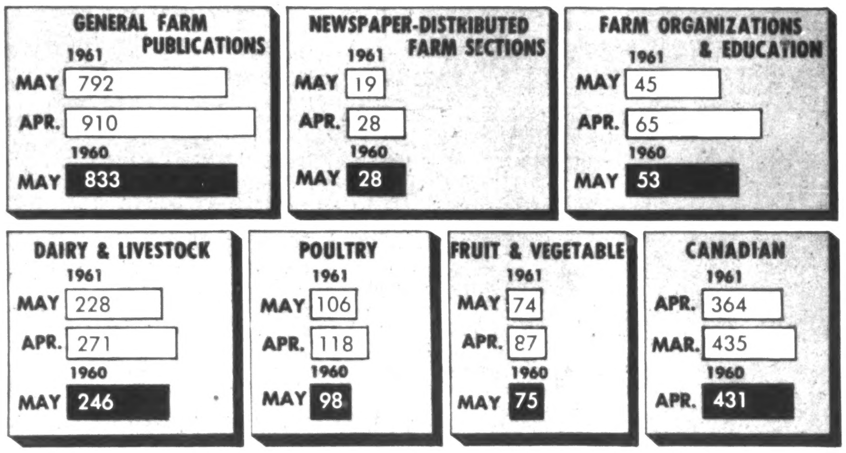
Farm Organizations and Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960
Agricultural Leaders' Digest (mon)	6.2	6.2	37.0	37.2	2.675	2.643	15.881	15.944	2.675	2.643
Better Farming Methods: (mon)										
‡Eastern Edition	15.9	23.3	102.4	121.4	6.828	10.013	43.914	52.077	6.828	10.013
‡Central Edition	17.5	25.5	126.2	133.8	7.492	10.938	54.129	57.409	7.492	10.938
‡Southern Edition	15.9	24.2	111.3	130.2	6.828	10.366	47.766	55.853	6.828	10.366
‡Western Edition	14.2	22.5	87.0	120.5	6.110	9.640	37.324	51.704	6.110	9.640
Average 4 Editions	15.9	23.9	106.7	126.5	6.815	10.239	45.784	54.261	6.815	10.239
Buckeye Farm News (mon)	15.4	13.5	79.9	73.3	6.973	6.062	36.091	33.095	——	——
County Agent & Vo-Ag Teacher (mon)	18.8	28.6	117.8	120.6	8.044	12.257	50.535	51.658	8.044	12.257
§Iowa Farm Bureau Spokesman (w)	60.4	56.8	238.0	243.2	61.295	57.652	241.352	246.848	54.684	53.870
Michigan Farm News (mon)	3.3	1.8	12.6	11.8	7.708	4.310	29.446	27.469	7.308	3.990
Missouri Farmer (mon)	14.6	15.9	59.3	61.6	6.167	6.712	25.397	25.874	5.177	5.857
·Nation's Agriculture (mon)	4.1	5.3	26.8	31.8	1.784	2.393	11.891	14.302	1.638	2.260
National 4-H News (mon)	12.3	20.8	79.3	102.8	5.173	8.741	33.311	43.172	5.173	8.741
*National Future Farmer (bm)	——	——	62.6	83.2	——	——	27.059	36.163	13.982	17.919
§Washington Grange News: (sm)										
East Edition	13.2	16.2	54.3	53.8	14.378	17.542	59.122	58.387	14.070	17.178
West Edition	12.4	15.4	52.2	51.6	13.524	16.702	56.714	55.397	13.216	16.338
Average 2 Editions	12.8	15.8	53.3	52.8	13.996	17.122	57.963	57.112	13.688	16.758
Total Group	90.6	116.0	582.0	648.8	45.339	53.357	275.395	301.938	50.812	63.906

‡Not included in totals. §Not included in totals; as May figures were unavailable as this issue went to press April figures are shown. ·Changed from a 450-line page to 429-line page effective April 1961. *Published bi-monthly; cumulative figures shown are for April issues.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960
American Livestock Journal: (mon)										
‡National Edition	9.5	15.7	72.5	97.6	4.086	6.745	31.101	41.886	2.558	5.469
‡Regional ‡1 Edition	9.5	15.9	72.5	103.1	4.086	6.801	31.101	44.240	2.558	5.525
Average 2 Editions	9.5	15.8	72.5	100.4	4.086	6.773	31.101	43.069	2.558	5.497
The Cattleman (mon)	90.8	90.3	462.4	463.8	38.119	38.028	194.191	194.892	13.293	12.254
·§Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago	20.6	27.1	115.8	129.7	44.349	58.468	249.654	279.718	22.917	33.431
The Drovers Telegram, Kansas City	21.4	23.4	101.4	113.1	46.245	50.541	218.676	243.770	27.042	27.379
The Stockman's Journal, Omaha	24.6	27.5	126.9	140.1	52.931	59.222	273.557	301.968	37.545	35.126
The Livestock Reporter, St. Louis	15.4	19.7	83.9	100.7	33.117	42.525	180.957	217.294	18.581	25.975
§Dairymen's League News (bw)	10.6	17.0	39.9	60.1	7.714	12.363	29.037	43.695	6.820	11.681
Feedlot (mon)	21.8	14.2	118.9	81.4	9.170	5.964	49.980	34.202	9.170	5.936
Florida Cattleman (mon)	53.0	63.4	327.7	396.8	22.273	26.639	137.664	166.654	14.092	19.563
Hoard's Dairyman (sm)	55.5	57.7	323.4	373.1	40.383	41.991	235.411	271.651	34.545	36.505
Livestock Breeder Journal (mon)	48.0	44.8	335.1	345.9	20.202	18.844	145.166	148.456	2.954	3.038
National Hog Farmer (mon)	23.2	24.1	135.5	128.3	23.548	24.462	137.522	130.225	23.170	24.154
National Livestock Producer (mon)	13.4	20.2	98.1	108.3	9.789	14.707	73.359	84.487	9.230	13.496
Western Dairy Journal (mon)	27.6	38.0	152.8	198.3	11.864	16.291	65.621	84.566	7.419	9.347
Western Livestock Journal: (mon)										
Mts. & Plains Edition	44.8	47.6	298.4	350.6	19.250	20.425	128.092	150.447	9.191	11.024
Pacific Slope Edition	69.0	73.2	469.0	464.7	29.603	31.434	201.279	199.364	11.907	14.221
§Western Livestock Reporter (w)	37.0	32.8	160.4	156.1	49.728	44.053	214.233	209.768	15.386	8.708
Total Group	456.6	489.3	2.793.8	3.011.6	228.287	245.558	1.399.386	1.508.013	137.529	155.035

‡Not included in totals. §Not included in totals; as May figures were unavailable as this issue went to press April figures are shown. ·21 issues April 1961; 22 issues April 1960.

Poultry

	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960
American Poultry Journal: (mon)										
‡Egg Producer Eastern Edition	8.9	10.6	66.0	83.5	3.806	4.557	28.322	35.805	3.141	4.284
‡Egg Producer Midwest Edition	9.3	13.0	66.9	96.3	3.980	5.543	28.718	41.333	3.357	5.270
‡Egg Producer Pacific Edition	9.8	14.3	68.0	96.7	4.198	6.144	29.156	41.497	2.931	4.798
‡Egg Producer Southern Edition	8.9	13.5	69.2	99.2	3.813	5.793	29.685	42.541	2.861	4.808
‡Broiler Producer Ed.	8.1	9.9	39.4	50.6	3.463	4.253	16.920	21.709	3.456	3.994
‡Turkey Producer Ed.	8.4	14.0	46.9	75.7	3.606	6.001	20.109	32.475	3.599	5.452
Average 6 Editions	8.4	12.5	59.4	83.7	3.611	5.382	25.485	35.894	3.225	4.767
Broiler Business (mon)	40.0	27.2	162.0	123.7	17.162	11.650	69.519	53.087	12.960	10.000
Broiler Industry (mon)	27.3	25.9	161.7	149.6	12.300	11.662	75.243	67.347	9.750	8.655
Everybodys Poultry Magazine (mon)	19.4	19.9	105.8	134.6	8.326	8.521	45.393	57.723	5.515	6.383
Georgia Poultry Times (w)	31.8	28.2	138.0	125.4	33.922	30.170	147.350	135.576	27.398	25.018
†§The Poultryman: (w)										
Dixie Edition	19.7	14.8	84.4	63.4	21.371	16.013	91.532	68.749	10.443	5.337
National Edition	18.3	13.3	73.6	58.9	19.852	14.522	79.847	63.940	9.603	4.637
New England Edition	22.9	16.9	93.5	76.2	24.913	18.327	101.464	82.693	13.033	6.545
New Jersey Edition	22.8	22.6	89.5	92.7	24.753	24.484	97.156	100.523	13.376	13.059
Poultry Tribune: (mon)										
‡Eastern Edition	24.9	30.0	187.3	201.4	10.703	12.849	80.352	86.389	8.232	9.829
‡Midwest Edition	24.8	31.5	184.7	200.5	10.628	13.514	79.246	86.003	8.647	10.668
‡Pacific Edition	33.2	43.1	220.6	238.7	14.228	18.474	94.645	102.407	9.178	11.985
‡Southeast Edition	30.0	37.9	212.7	229.7	12.811	16.253	91.244	98.560	9.002	11.846
‡Southwest Edition	25.3	30.5	173.4	196.8	10.838	13.066	74.403	84.434	7.570	9.993
Average 5 Editions	27.6	34.6	195.8	213.4	11.842	14.831	83.979	91.559	8.526	10.864

(Continued on Page 54)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960
Turkey World: (mon)										
#Central Edition	45.3	36.6	267.6	231.4	19.423	15.709	114.787	99.265	16.784	13.654
#Eastern Edition	42.4	35.6	252.1	225.1	18.197	15.253	108.158	96.587	15.697	13.274
#Western Edition	43.3	36.5	252.8	227.5	18.578	15.640	108.436	97.598	16.260	13.913
Average 3 Editions	43.7	36.2	257.5	228.0	18.733	15.534	110.461	97.817	16.247	13.614
Total Group	198.2	184.5	1.080.2	1.058.4	105.896	97.750	557.430	539.003	83.621	79.301

#Not included in totals. §Not included in totals; as May figures were unavailable as this issue went to press April figures are shown. †Four issues April 1961; five issues April 1960.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960
American Fruit Grower (mon)	33.2	35.3	169.4	214.3	14.323	15.234	73.183	92.563	13.643	14.615
American Vegetable Grower (mon)	29.0	30.0	156.9	161.7	12.518	12.956	67.788	69.846	12.082	12.484
California Citrograph (mon)	21.7	21.1	114.2	108.3	14.588	14.210	76.902	72.740	14.182	13.958
Florida Grower & Rancher (mon)	17.0	20.3	114.6	143.9	11.555	13.782	77.863	97.819	10.708	12.834
Vegetable Growers Messenger (bm)	21.3	13.5	40.3	25.3	8.946	5.666	16.920	10.626	——	——
Western Fruit Grower (mon)	28.4	31.7	176.7	173.9	11.928	13.314	84.228	73.038	——	——
Total Group	150.6	151.9	772.1	827.4	73.858	75.162	396.884	416.632	50.615	53.891

Canadian (April)

	Total Advertising, in Pages				Total Advertising, in Lines					
	Apr. 1961	Apr. 1960	Jan.-Apr. 1961	Jan.-Apr. 1960	Apr. 1961	Apr. 1960	Jan.-Apr. 1961	Jan.-Apr. 1960	Apr. 1961	Apr. 1960
Le Bulletin des Agriculteurs (mon)	54.7	71.8	194.6	232.1	38.305	50.281	136.292	162.498	38.305	50.281
Country Guide (mon)	50.3	61.8	171.6	176.0	36.273	44.562	123.616	126.762	——	——
†Family Herald (w)	75.3	86.7	298.4	313.5	73.468	84.591	291.031	305.740	50.548	62.290
Farmer's Advocate & Canadian Countryman (sm)	48.3	52.8	166.8	186.7	33.793	36.953	116.767	130.709	29.405	32.071
Free Press Prairie Farmer (w)	100.8	113.9	375.5	406.0	111.307	124.289	415.050	446.150	57.480	72.299
Western Producer (w)	66.5	84.3	259.7	290.8	71.171	90.223	277.881	311.125	42.234	54.850
Total Group	395.9	471.3	1.466.6	1.605.1	364.317	430.899	1.360.637	1.482.984	217.972	271.791

†Four issues April 1961; five issues April 1960.

S. C. Johnson Revises Int'l Marketing Strategy to Meet Regionalism Trend

(Continued from Page 3)

the company's operations. It is, he said, a symbol of the 47 years the company has operated in England.

British Johnson started in 1914, the first overseas venture of the American company. As well as serving the British home market, the English subsidiary is responsible for direct exports to some 40 countries and for manufacturing operations in Denmark, Finland, Holland, Ireland, Norway, Portugal and Spain.

The six-day marketing conference here was based on the theme, "Progress Through Marketing." Business sessions, held at the Mayfair Hotel, were devoted to an exchange of information on marketing techniques employed throughout the world and on new product developments and related subjects.

"The role of the marketing man in international business has never been more important than it is now, when the demand for more and better goods is so much a part of the turmoil of the world today, particularly in the developing nations," said Mr. Johnson.

Nutting Needham Cone Stadlin Miller

CONCENTRATION—*Delegates to Johnson's Wax International Conference in London listen to a marketing talk by one of their colleagues. Shown here are Harold J. Nutting, S. C. Johnson & Son; Maurice H. Needham, Needham, Louis & Brorby; Fairfax M. Cone, Foote, Cone & Belding; Dr. Paul Stadlin, Johnson's Wax, Switzerland; and Gething C. Miller, legal counsel to Johnson's French company.*

■ Arthur O. Fisher, vp of the company's international division, predicted that Johnson's business would double in the next few years, primarily through the development of new products. Investment in advertising and promotion, he said, would increase significantly; there would be changes in distribution patterns, primarily in more and larger self-service food stores throughout the world. And, above all, there would be increased competition, he said.

Developing new products is in itself no guarantee of business success, said Mr. Fisher. In fact, failure to understand the *total* marketing concept in today's business world can lead to the complete failure of a product.

Statistics show, he told delegates, that in the consumer package goods field in the U.S. only one of every 25 products survives—a 4% success rate.

■ In the past 10 years, Johnson has introduced in the U.S. 22 new products in the household and auto fields. Of these, 20 products are still on the market—a 91% rate of success.

"In this same 10-year period, Johnson's U.S. sales increased four times. Today, the same 20 products represent 90% of our total dollar volume.

"Here's an additional statistic which may be of interest to you," added Mr. Fisher. "Seven of the new products have been introduced in the past four years, and they represent 50% of our total sales."

■ Advertising men attending the conference included Paul C. Harpper, president, K. C. T. Synder, vp, and Daniel Welch, vp, Needham, Louis & Brorby, Chicago; Robert E. Lusk, president, and E. W. Murtfeldt, senior vp, Benton & Bowles, New York; Ivar Moe, account executive, Aller Reklamebureau A S, Copenhagen; P. H. Taucher, president, Oy. Mainos Taucher Reklam A b, Helsingfors, Finland; Francis Elvinger, president, and Robert Arnold, account executive, Elvinger Advertising Agency, Paris; Denis Lanigan, vice-chairman, J. Walter Thompson, Frankfurt; H. Wandschneider, managing director, Nationale Publicieits Onderneming N.V., The Hague.

■ Walter Graebner, chairman and managing director, and Gerald Fox-Edwards, director, Erwin Wasey, Ruthrauff & Ryan, London; John Cuff, managing director, and P. Townsend Griffin, director, Benton & Bowles, London; P. M. Owens, managing director, Peter Owens Ltd., Dublin; R. Romanelli, marketing director, and A. S. Kwiatkowski, account executive, CPV Italiana, Milan; S. Braten, account supervisor, Forenede, Oslo; W. J. Danielson, president, Ervaco Advertising, Stockholm; Max S. Schaad, director, S. M. Schaad Advertising Agency, Zurich; J. Lisco, managing director, E. Lindsay Smithers Pty. Ltd., Johannesburg.

■ Roland Beaudry, vp, Collyer Agency, Montreal; John Willoughby, vp and managing director, Needham, Louis & Brorby of Canada, Toronto; Alberto Silva, manager, Standard Propaganda S.A., Sao Paulo; C. W. Snyder, Latin America account representative, J. Walter Thompson Co., New York; L. K. Little, vp and general manager, J. Walter Thompson, Manila.

Also present, as guests of Johnson, were Maurice H. Needham, chairman of Needham, Louis & Brorby, and Fairfax M. Cone, president of Foote, Cone & Belding. #

ORCHIDS FOR HER
AS LOW AS 11¢ EACH
MINIMUM ORDER 100
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

R·O·L has found the secret that unlocks the profits

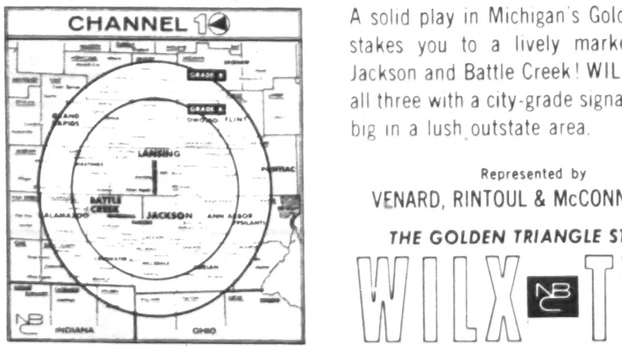
. . . from direct mail! Yes, you get more replies – better results by far – when you use Reply-O-Letter. No flat, unresponsive prospects, but the rich, natural taste of up to 40% additional results, plus: king-size readership, filtered-out prospects and more savings – more savings by far. So, reach for the pleasure only Reply-O-Letter can give—write for your free Reply-O-Letter booklet and case histories, today. Most refreshing.

THE LETTER WITH THE BUILT IN REPLY

REPLY-O-LETTER
6 Central Park West
New York 23

ONE SHOT TAKES ALL THREE

LANSING / JACKSON / BATTLE CREEK



A solid play in Michigan's Golden Triangle' stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION
WILX-TV CHANNEL 10

FOSTER and KLEISER
FREE!
scenic views
CHEVRON DEALERS
TATIONS, INC.

SCENIC VIEWS—*M. A. Mattes (left), advertising manager, and A. B. Youens, manager of the sales division, retail sales, of Standard Oil Co. of California, discuss the western scenic view promotion in front of an outdoor board promoting the offer.*

California Standard Revives Scenic View Premium Promotion

SAN FRANCISCO, May 24—Standard Oil Co. of California, Western Operations Inc., will begin a heavily advertised 12-week, $500,000 western scenic view premium program May 29, returning to a famed "traffic station booster" Standard last used in 1955.

According to A. M. (Tony) Mattes, Standard's advertising manager, 60% of the budget will go to media and 40% will have been spent on distribution of 18,000,000 prints and costs of reproducing the color photographs taken by 12 of the nation's top photographers.

"More than 200,000,000 prints of some of the West's most famous scenic highlights have been collected by motorists in the nine similar distributions Standard has carried on since 1938," Mr Mattes said.

■ While 18,000,000 prints will be distributed by Standard from San Francisco, an additional 6,000,000 prints will be made available to motorists in other areas through Standard's subsidiary companies, backed by advertising programs carried on by these companies.

Distribution will be made in Colorado, Nebraska, Montana and Wyoming by the California Oil Co. (agency: Rippey, Henderson, Bucknum & Co., Denver); in New Mexico, West Texas and Utah by Standard Oil Co. of Texas (White & Shuford, El Paso); and in British Columbia by Standard Oil Co. of British Columbia Ltd. (O'Brien Advertising, Vancouver).

The ad campaign backing distribution by Standard of California was prepared by the San Francisco office of Batten, Barton, Durstine & Osborn, under direction of agency vp C. A. (Tony) Hale, who is BBDO account supervisor on the Standard account.

■ Large space seven column by 214-line ads have been scheduled for 134 daily newspapers in Standard's marketing area of Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon and Washington, starting the week of May 29.

Only consumer magazine to be used in the campaign will be the June issue of *Sunset Magazine*, which will carry a color page showing three of the scenic views.

A total of 57 tv stations in Standard's marketing area will carry 60-second spots for six to eight weeks. In addition, tv commercials prepared by BBDO will dramatize the offer on "Sea Hunt," sponsored by Standard.

Commercials on 40 radio stations will tell the story of the program, with special 30-second spots used on "Chevron Headline News."

An extensive outdoor program will also be used, showing motorists a big sample of the scenes they can collect, with bulletins posted at some 2,000 locations. The outdoor ads will also be repeated, on a smaller scale, on the rear of some 2,500 taxicabs in San Francisco, Los Angeles, Portland and Seattle.

■ Chevron stations will be used with large pole signs and two-sheet posters to flag down passing motorists. Pass-out folders describing the scenic views will be sent to all Chevron credit card holders during June.

A special schedule has been set up by Standard's advertising department, with nine western states divided into 59 zones. The zoning system will make different prints available in adjacent areas, with each station receiving one new print a week for 12 weeks. ≡

Humble Oil Launches Lucky Plate Sweepstakes

Humble Oil & Refining Co. has taken the second step in its Chicago-area brand name change from Oklahoma to Enco (AA, April 24). On May 19 Humble ran spreads in newspapers in Chicago, Indianapolis and 15 smaller markets in Illinois, Indiana and Iowa to launch an eight-week $303,000 "lucky license plate sweepstakes." Numbers, taken from state registrations, will be posted at Enco stations each Friday. Car owners will have to locate their numbers at the stations and claim the prizes. At the same time, five planes flew over the Chicago area the May 19-21 weekend "typing" the Enco name.

Using a new method, the planes spelled out the Enco name in one-half minute and did so 150 times each day. Needham, Louis & Brorby is the agency on the campaign.

Jacqueline Cochran Slates Expanded Ad Program

Jacqueline Cochran Inc., under a new president and marketing team (AA, March 20), has unveiled a "more aggressive" ad program. Cincinnati and Kansas City were chosen to follow New York, Chicago and Los Angeles in a stepped-up newspaper and radio promotion of Flowing Velvet lotion and makeup items. This fall, women's service magazines will carry two-thirds b&w pages. Spreads are set for fall in women's fashion books for Nina Ricci's new Capricci fragrance, plus pages for L'Air du Temps, breaking now.

Kastor, Hilton, Chesley, Clifford & Atherton is the agency for the approximately $300,000 advertiser.

Waldman to Rosenthal as VP

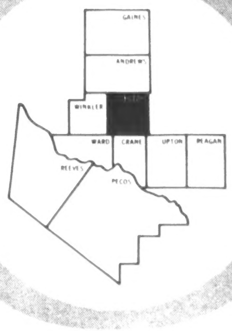
Neal Waldman has joined Albert Jay Rosenthal & Co., Chicago, as a vp and account executive. Mr. Waldman was formerly with Robert Haas Advertising.

Kennedy Joins Wesley

James T. Kennedy, formerly with Tatham-Laird, has joined Wesley Associates, New York, as copy director.

SELLING'S EASIER
WHERE THE
BUYING'S BRISKER...

SELL
METROPOLITAN
ODESSA
(Texas)



1st
IN THE
NATION...

...with
$5,887
RETAIL SALES
per household
SM, May 10, 1961

WHAT makes business BIG in Odessa? Throughout the affluent ten-county Odessa Market there's nearly $1,000 more income per household than the average Texas family has to spend . . . an attractive market for whatever you sell.

Naturally, others have tried to lay claim to Odessa. We don't blame them, but a token 9% coverage of this wealthy West Texas metropolitan city is the best any outside paper can do.

SELL ODESSA and its rich, independent market the way Odessa's prospering merchants do . . . with advertising in the ODESSA AMERICAN. It's the only medium with the circulation strength and influence to prove productive in the opulent Odessa Market!

ODESSA
AMERICAN

. . . largest evening newspaper between Fort Worth and El Paso

REPRESENTED NATIONALLY BY
TEXAS DAILY PRESS LEAGUE, INC.

Adman in the News . . . Dave Henes

All his life Dave Henes wanted to be a newspaper man. Summers, when his folks vacationed in the lake country around Milwaukee, Dave would tag along and light out for the nearest weekly newspapers, then offer his editorial talents—for free.

Dave Henes

Later, while a student at the University of Arizona, he skipped an Easter weekend fraternity party and ambled off to the *Arizona Daily Star*, looking for a job. "No vacancies," said the editor. "Come back later. Maybe we'll have something."

Dave came back. The next day. And the next—and the next.

"I was so damned persistent I finally got the job," he recalled.

■ This week, as the National Newspaper Promotion Assn. got down to 31st-annual-convention brass tacks in New York, Dave Henes got ready for another job: president of NNPA, as of June 1.

When Mr. Henes takes over at NNPA, a pendulum will have made a full swing for the 44-year-old promotion director of the *Detroit Free Press*. Ten years ago he stopped tub-thumping for the Phoenix Chamber of Commerce ("A sort of Steve Hannigan-type job—posing bathing beauties beside pools; I was single then!") and hooked up with the *Phoenix Republic* and *Gazette* as their first promotion man.

"That's where I first met NNPA," said Mr. Henes. "It helped me more than anything—going to conventions, meeting people. All the things that make it easier for a man to set up and maintain his industry contacts. Me? I think this is my chance, now, to repay NNPA for helping. That's what the presidency means.

"Besides, where else could you find an association with such beautiful 'larceny' all built-in? You know, we all have a license to steal promotional ideas from each other, so long as it helps newspapers," he chuckled.

■ The Henes formula must be paying off. As he talked, a telegram from the *Free Press'* agency, Karl G. Behr Advertising, Detroit, lay on a table, off to one side. It read: "Your pen is mightier than the judge's sword. The *Free Press* has just been given the Advertising for Michigan award."

Mr. Henes commented that the award was for *Free Press* business paper ads boosting Michigan instead of just the newspaper. ("It was an answer to those who said a 'Soapy' Williams cocktail was 'Michigan-on-the-rocks'.")

Delving into industrywide promotion—specifically, newspapers' selling against other media—Mr. Henes asserted: "The bloom is off the rose now. Agencies are getting sick of paying high tv costs. Research is the thing that's moving the newspapers up forward. It's a brand new era.

■ "Today," he explained, "promotion is more sophisticated. Yet there still must be an element of showmanship. You have to create a demand, as well as sell to it. Salesmen? They're being upgraded. The industry is arming them with better material; they're not just peddling audits.

"The most successful newspapers today are the ones promoting hard. You used to hear a gag that went like this: 'Typewriters of U.S. newspapers are strangely silent about telling the papers' own story.' Not so any more," he asserted.

"We've got two big things rolling. First, the pr program with the newspaper information service of the American Newspaper Publishers Assn. Second, the research project. On this one, we're far from complete. (Research was NNPA's pet convention topic this year.)

"Promotion and research often operate on different tracks. Sometimes they have different ideas—but the goals are the same. One thing I'm looking forward to for the NNPA is greater communication, especially among smaller newspapers. There's no reason why some other media—such as tv and radio—should have better-looking ads in business papers—ever. Some newspapers need help. We intend to give it.

■ "It's not enough just to promote," he continued. "You have to ask yourself: 'What will your paper get in return—in cold, hard dollars?' And there's such a thing as over-promotion. In essence, promotion requires closer scrutiny nowadays; money has to work harder, but you have to look beyond the immediate job, as well.

"Promotion is a matter of education within your own organization and industry; then of proceeding with a plan."

The Henes span started with five years (1950-'55) at the *Republic* and *Gazette*; four years (1955-'59) with *Raleigh News-Observer* and now the *Free Press*, which he reached in 1959. The latter two dailies are Knight newspapers.

"What would I tell a kid going into newspaper promotion? For one thing, it's a helluva demanding life. You must know all the departments, write, and stand on your feet and talk. You devour all the business news and every trade paper you get your hands on; ditto for competitive media info. But every promotion guy I know enjoys his job. You've got to. I feel sorry for those who don't."

■ At home in Grosse Point, where time for family activities with his wife, Kathleen, and their three children (two boys and a girl) is at a premium, Mr. Henes has installed an extra office to keep up with NNPA work ("nights and Saturdays"). His car pool, meanwhile, grumbles, "That guy never leaves his office on time," and "Someday we're going to leave him cold."

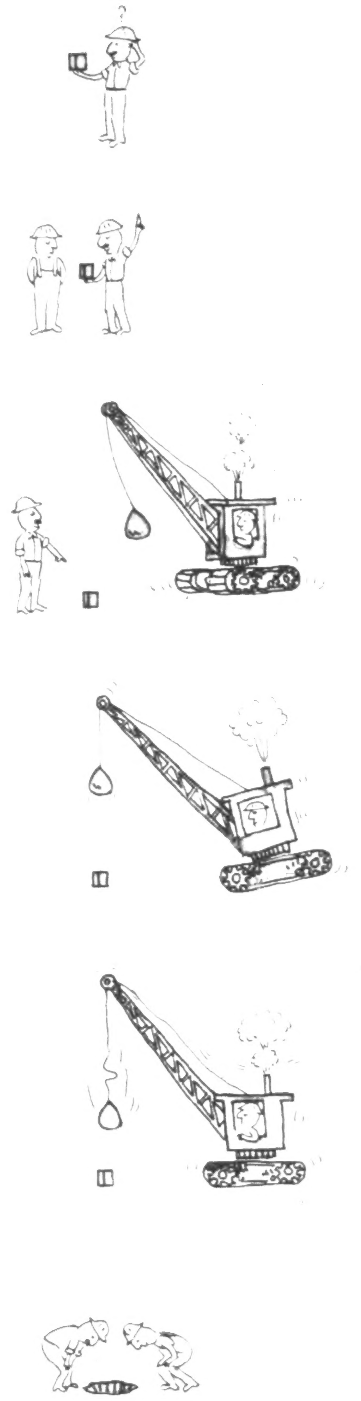
And, somewhere around the Henes House is a rusting set of golf clubs, which once was Dave Henes' pride and joy. He won't be using them much nowadays. #

Advertising Time Sales Takes Over Branham Stations

Advertising Time Sales, New York, will be the name of the new broadcast representative offshoot of Branham Co., which after July 1 will represent only newspapers (AA, May 15). The full staff of the broadcast unit of Branham, headed by Thomas B. Campbell, will transfer to Advertising Time Sales to handle the 20 radio and 16 tv stations from the Branham list. A New York address will be selected later; present offices in eight other cities will be retained.

Fryer Names Porter

Fryer Corp., Portland, Ore., has appointed Porter Advertising Agency, Portland, to handle its advertising and public relations. Fryer, formerly Medford Machinery Co., manufactures the Fryer dry kiln, Fryer automatic sticker-stackers and the Fryer cut-off saw, and offers complete plant mechanization services for the lumber industry.



almost
any package
is easier
to open
with . . .

ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

Skim off the Cream of the Mass Market

New York's mass market runs from higher-than-average-income neighborhoods to tenement sections.

The Mirror is strongest where incomes are highest.

No wonder the Mirror gained 10,000 readers in three years among New Yorkers owning high-priced cars.

Make
The Mirror
a MUST!

THE
SAN DIEGO
UNION
AND
EVENING
TRIBUNE

Mennen Accepts Decree Restricting Competitive Claims

WASHINGTON, May 23—Mennen Co., Morristown, N. J., and the Federal Trade Commission last week settled their differences over tv ads for Mennen Sof' Stroke aerosol shave cream with a consent order which is aimed at deceptive demonstrations.

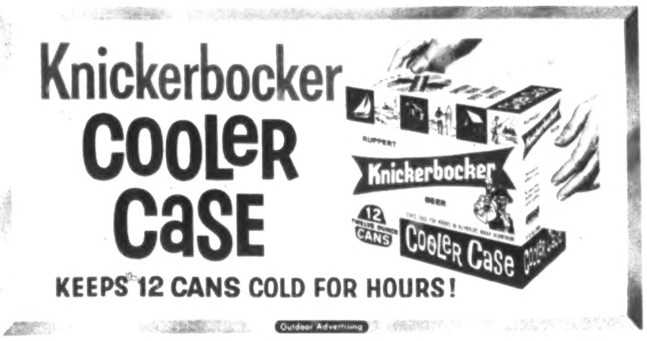
In a complaint issued Oct. 17, FTC said that Sof' Stroke used in an underwater demonstration was really shaving cream fortified with toothpaste.

At the time the complaint was issued, Mennen said, "Fortunately we have actual films showing exactly how the commercial was filmed under water, and we hope to show the accuracy of the commercial" (AA, Nov. 14, 1960).

The consent order, which is for settlement purposes and does not constitute an admission by the company that it violated the law, does not make a specific finding. In broad terms, however, it requires Mennen to stop (1) "using any demonstration purporting to prove that Mennen Sof' Stroke is superior to competing products, when such proof is not actually given"; and (2) "disparaging competitive products by untruthful statements or misleading or deceptive methods." =

Purex Corp., Washburn Co. Merge Via Stock Exchange

Purex Corp., South Gate, Cal., and T. F. Washburn Co., Chicago, manufacturer of paint vehicles, varnishes and protective coatings, etc., have consolidated through an exchange of stock. Washburn, which reported sales of $3,427,000 in 1960, will function as a wholly owned subsidiary of Purex and continue under its present management. Heinze & Penfound, Chicago, is the Washburn agency. Linus O. Smith, Washburn president, said the merger will have no effect on its agency.



COOL CAMPAIGN—*Jacob Ruppert, brewer of Knickerbocker beer, will use posters like this in an extensive campaign being launched in New England this summer. A special "aluminum ink" was developed to depict the aluminum foil carton, centerpiece of the campaign. Warwick & Legler is the agency.*

Watson's 'Traffic Management' to Bow in January

Watson Publications, Chicago, will start a new magazine for traffic and corporate management executives, *Traffic Management*. The first issue of the monthly will appear in January, 1962. Robert A. Potts, vp and publisher of Watson's *Appliance Manufacturer*, will be publisher of the new book, under the direction of David R. Watson, president of the company. One-time b&w page rate will be $1,250, for a controlled circulation of 50,000.

CIVIL WAR
POSTERS

Exacting replicas of museum originals. Lithographed in many muted colors on heavy antique papers. Large 20" x 13" each. Striking in den, office, play room. Real "find" for decorators, collectors. #1 Slave Sale; #2 $100,000 Reward for Lincoln's Murderers; #3 Recruits For War Wanted; #4 Lincoln-Johnson Election Broadside. Selling in print stores for $11.95 each in simple frame!

WILL MAKE UNIQUE PROMOTION
OR DIRECT MAIL ITEM!
USE ALSO AS SELF-LIQUIDATORS
OR GIVEAWAY

Send for brochure and quantity prices or send $3 for sample set of Posters!

CIVIL WAR PUBLISHING CO.
5838 Darlington Rd., A. Pittsburgh 17, Pa.

THE
SAN DIEGO
UNION
AND
EVENING
TRIBUNE

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

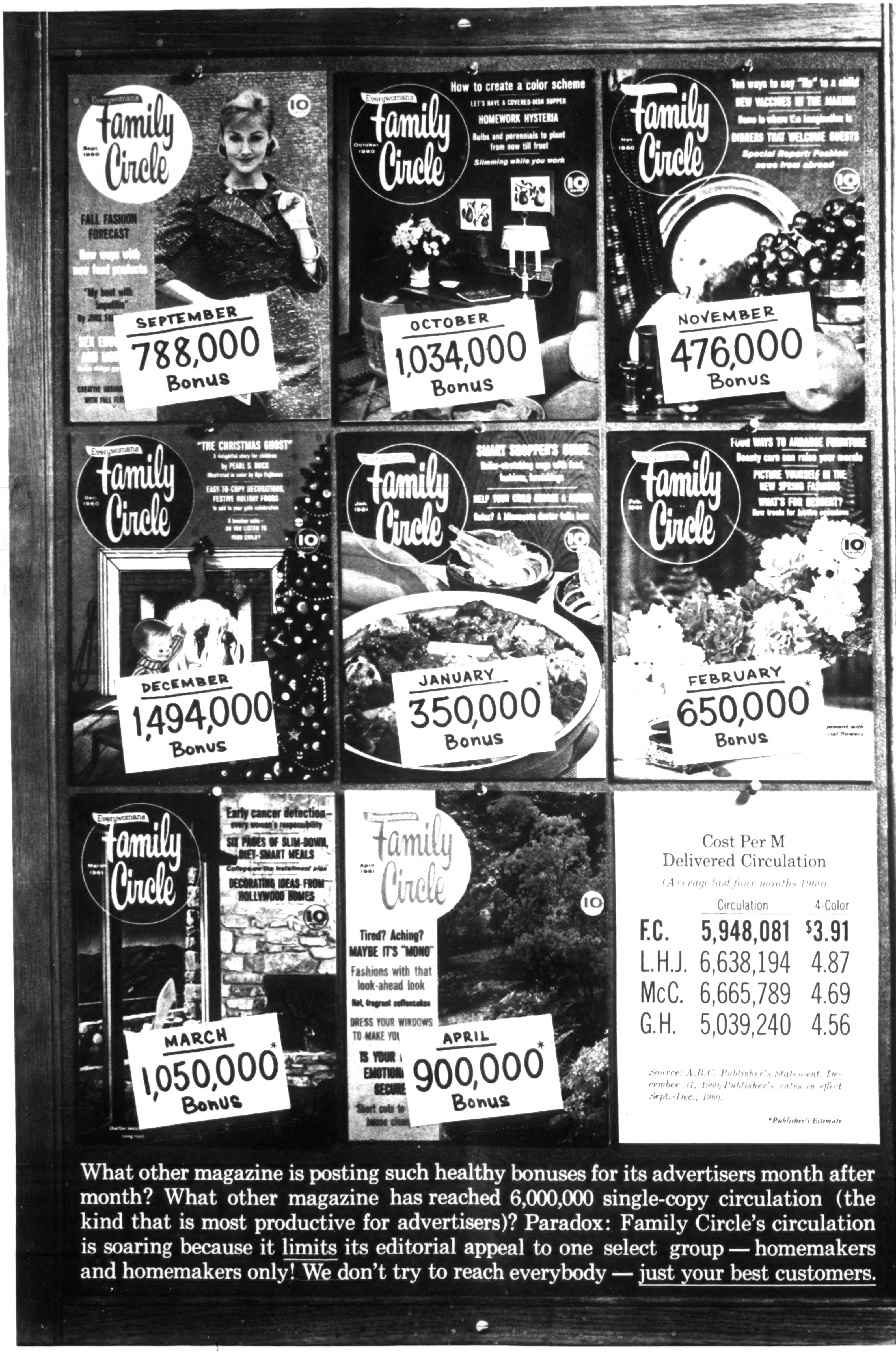
San Diego County, California, ranks 4th in Restaurant Sales on the West Coast, 22nd in the nation.* Whet the market's appetite through the advertising columns of *The San Diego Union* and *Evening Tribune*. Coverage is solid (228,437 ABC 9/30/60) and family readership is high (86.9% for evening-and-Sunday combination, according to Facts Consolidated.)

* 1961 Sales Management Survey of Buying Power

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES

"The Ring of Truth" Copley Newspapers

The San Diego Union | EVENING TRIBUNE


Everywomans Family Circle
SEPTEMBER
788,000
Bonus
OCTOBER
1,034,000
Bonus
NOVEMBER
476,000
Bonus
DECEMBER
1,494,000
Bonus
JANUARY
350,000*
Bonus
FEBRUARY
650,000*
Bonus
MARCH
1,050,000*
Bonus
APRIL
900,000*
Bonus
FALL FASHION FORECAST
How to create a color scheme
HOMEWORK HYSTERIA
"THE CHRISTMAS GHOST"
by PEARL S. BUCK
EASY-TO-COPY DECORATIONS, FESTIVE HOLIDAY FOODS
SMART SHOPPER'S GUIDE
PICTURE YOURSELF IN THE NEW SPRING FASHIONS
Early cancer detection—every woman's responsibility
SIX PAGES OF SLIM-DOWN, DIET-SMART MEALS
DECORATING IDEAS FROM HOLLYWOOD HOMES
Tired? Aching? MAYBE IT'S "MONO"
Fashions with that look-ahead look
10

Cost Per M
Delivered Circulation
(Average last four months 1960)

	Circulation	4-Color
F.C.	**5,948,081**	**$3.91**
L.H.J.	6,638,194	4.87
McC.	6,665,789	4.69
G.H.	5,039,240	4.56

Source: A.B.C. Publisher's Statement, December 31, 1960; Publisher's rates in effect Sept.-Dec., 1960.

**Publisher's Estimate*

What other magazine is posting such healthy bonuses for its advertisers month after month? What other magazine has reached 6,000,000 single-copy circulation (the kind that is most productive for advertisers)? Paradox: Family Circle's circulation is soaring because it limits its editorial appeal to one select group — homemakers and homemakers only! We don't try to reach everybody — just your best customers.

Advertising Age
Feature Section

Farm Papers Show Value of Reader Study

Ads Hitch onto Rocket Feat—CM

Americana in Type—Butler

The Halfway Ad—Clyde Bedell

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'It's One Thing to Have Selling Proposition, Another to Sell It' . . .

Selling Proposition Isn't Enough; Creativity Must Bring the Dead Truth to Life, Says Bernbach

An impassioned exposition of creativity as an art, not a science, was given by William Bernbach at this year's meeting of the American Assn. of Advertising Agencies at White Sulphur Springs. Said Mr. Bernbach: "I am absolutely appalled by the suggestion—indeed, the policy—of some agencies that once the selling proposition has been determined, the job is done . . . that anyone can take it from there and complete the ad. It's exactly at this point that we need, not word and picture mechanics, but imaginative, original craftsmen who can take that selling proposition and . . . get people to see it, get people to remember it." The entire speech is reproduced here.

William Bernbach

By William Bernbach
Doyle Dane Bernbach, New York

This story is told about the famous band leader, Count Basie. The Count, it seems, was blessed with the services of a superior business manager, a man with great adroitness, even a genius for handling the notorious temperament of the volatile Count. But things were rapidly coming to a head. The patience of even this seemingly imperturbable man was coming to an end under the strain of the Count's supreme unreasonableness on this particular morning.

Finally when he did not have at his fingertips some information the Count wanted immediately he heard the hysterical words shouted at him by his boss: "YOU IS FIRED." The man felt nothing but relief. He picked up his hat and with a new sense of freedom walked toward the door. This acted on the Count like a shower of ice water. It brought him completely to a realization of the terrible thing he had done and to a full appreciation of the worth of his wonderful employe. "Where you going?" he called out gently. "What do you mean, where am I going. You just said I'm fired didn't you?" The Count thought quickly, "Sure, sure, I said you is fired, but what you walking out for? YOU AIN'T *DAT* FIRED."

Creativity—Worshipped, Maligned, Misrepresented, Misunderstood

There is a word in this advertising business of ours that over the last few years has been used increasingly with the same kind of looseness . . . only it isn't so funny. I think I am so upset not because it is used inaccurately; but because it is used irresponsibly. The word is *creativity*. It has been worshipped blindly. It has been attacked. It has been maligned. It has been exploited by the unscrupulous. It has been deliberately misrepresented by the dishonest promoter. And, perhaps, most damaging of all, it has been misunderstood by good, honest, principled business men and women.

If we can come out of this meeting with a common definition of the word, CREATIVITY, as it relates to advertising, if we can all learn to mean exactly the same thing when we use the word, we shall not only do a great service to our profession but to ourselves as well. For properly practiced, creativity *must* result in greater sales more economically achieved. Properly practiced creativity can make one ad do the work of ten. Properly practiced creativity can lift your claims out of the swamp of sameness and make them accepted, believed, persuasive, urgent. Is creativity some obscure, esoteric art form? Not on your life. It's the most practical thing a business man can employ.

■ Let's begin with the beginning. *You've got to have something to be creative about.*

You've got to live with your subject. You've got to get steeped in it. You've got to get saturated with it. You must get to the heart of it. Indeed, if you have not crystallized into a single purpose, a single theme what you want to tell the reader you *CANNOT* BE CREATIVE. For merely to let your imagination run riot, to dream unrelated dreams, to indulge in graphic acrobatics and verbal gymnastics is *not* being creative. And for anyone to refer to such unharnessed pyrotechnics as an example of the ineffectiveness of creativity he is, I repeat, either irresponsible or ignorant of the word's meaning.

The creative person has harnessed his imagination. He has disciplined it so that every thought, every idea, every word he puts down, every line he draws, every light and shadow in every photograph he takes makes more vivid, more believable, more persuasive the original theme or product advantage he has decided he must convey.

Of course the selling proposition is important. Of course everything should be done to ferret it out. But what's so revolutionary about that? This fact was not invented by the advertising industry! Everybody in every field—the lawyer, the scientist, the historian, the writer . . . yes, even the painter and the poet—has a selling proposition which he keeps trying to persuade you to buy. But the giants in these fields know that it is one thing to have a selling proposition and quite another to sell it.

Selling Proposition Is Start, Not End, of Ad Job

That is why I am absolutely appalled by the suggestion—indeed the policy—of some agencies that once the selling proposition has been determined the job is done . . . that anyone can take it from there and complete the ad.

It's exactly at this point that we need creativity. It's exactly at this point that we need, not word and picture mechanics, but imaginative, original craftsmen who can take that selling proposition, and through the magic of their artistry, get people to see it, get people to remember it!

Not to do this is inefficient and wasteful. It's like putting a terrific motor in an old fashioned automobile body. Our auto industry has learned what a disastrous mistake this can be, but apparently all business has not yet learned to relate this lesson to their advertising.

■ I urge business to put as much effort and thought into the development of the *art* of saying things with the greatest effectiveness as it has put into the so-called, practical aspects of its organization. What can be more practical than ads that get looked at? What can be more practical than a message so movingly worded and pictured that its reader is spurred to action.

Yes, the selling theme is important, *very* important, but it is not enough.

I warn you against falling prey to medicine-man claims that advertising is a science and all you need is the proper equation and you are assured of success.

■ How are you going to find the equation for that one quality which is essential above all to a good advertisement? I can best describe this quality by telling you about a gentleman I know—you would recognize his name immediately. He is of only average intellect. I have watched him at gatherings and meetings with men far and away his intellectual superiors—diplomats, journalists, notable business men. Yet at every one of these meetings this gentleman dominates. He is invariably the leading personality. I have often wondered why and am now sure this is the reason: He exudes sheer animal vitality. He is so alive, so vibrant, he simply cannot be ignored. He has a great energy that radiates to everyone around him.

In his great book, "Jean Christophe," Romain Rolland makes the point: A sick, passive man's words may go completely unheeded, but a healthy, vital energetic man uttering the same words may rock the world.

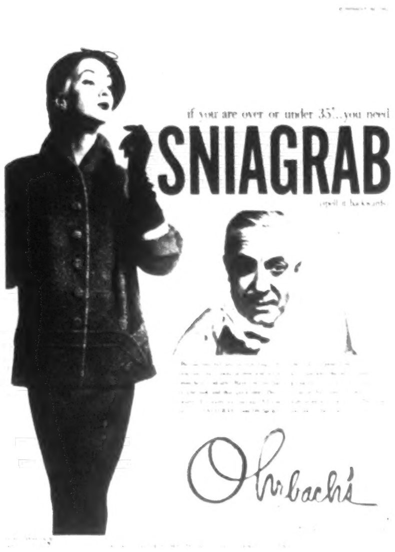
How are you going to find the equation for that almost indefinable quality? How are you going to find the equation for the spark that leaps from the creator of an ad to the beholder before he is even aware of what you are saying? How are you going to find the equation for that force—call it what you will—vitality, energy—that says I am alive, you must look, you must listen; for that electricity that sends the juices flowing.

There Is No Equation for Creativity

You are not going to find such an equation. It doesn't exist.

And how are you going to find the equation for an idea? All the technical and scientific skill in the world is not going to do that for you. Yet the idea is the most powerful gun in the arsenal of persuasion. You cannot analyze an idea any more than you can analyze love. As a matter of fact the more you try to analyze them the faster their spark dies out and they disappear.

Yes, there are a lot of great technicians in advertising. And unfortunately they talk the best game. They know all the rules. They can tell you that people in an ad will get you greater readership. They can tell you that a sentence should be this long or that short. They can tell you that body copy should be broken up for easier and more inviting reading. They can give you fact after fact after fact. They are the scientists of advertising. But there's one little rub. Advertising is fundamentally persuasion . . . and per-



suasion happens to be not a science but an art. And therefore not one of these advertising scientists can tell you how to create an idea. They can build the body but they cannot send the blood coursing through the veins. They cannot supply the great insight or imagination or intuition that breaks new ground and makes revolutionary progress.

■ There is no great scientist, who in assessing his own worth to society, will put his knowledge and technical skill ahead of his imagination or intuition. The great advances in the history of science came from the scientists' intuition. Listen to the greatest scientists of our century talking on the subject of physicists:

"The supreme task of the physicist is to arrive at those universal elementary laws from which the cosmos can be built up by pure deduction. There is no logical path to these laws; only *intuition*, resting on sympathetic understanding of experience, can reach them."

The scientist's name was Albert Einstein.

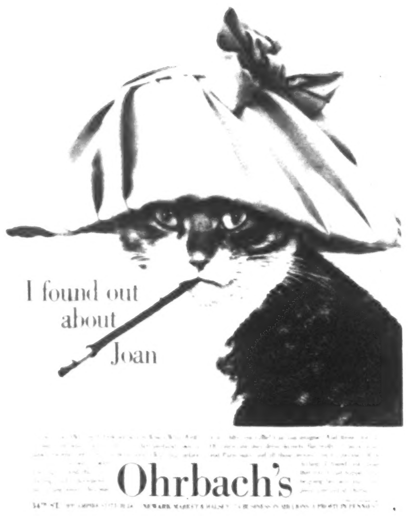
■ Or let me quote a mathematical giant to you who take pride in the fact that you are hard-headed business men and want precise mathematical proof for every step you take. This is from Alan Wood's recent biography of Bertrand Russell. Mr. Wood writes:

"There is a point about Russell's way of working which is of some interest. Dr. Weizmann once remarked that clear thinking can be the enemy of progress because advances only come from some vague feeling of dissatisfaction. This, I believe, is certainly true of Einstein's discovery of the theory of relativity. He began with a kind of mystical or poetical insight into the truth and the mathematics followed later. It might be thought that things would be different with so precise a thinker as Russell, but this is not so. Here is Russell writing to a friend: 'I don't know how other people philosophize, but what happens with me is first a logical instinct that the truth must lie in a certain region. I trust the instinct absolutely, though it is blind and dumb, but I know no words vague enough to express it. Even in the most purely logical realism, it is *insight* that first arrives at what is new'."

There you have the admission by one of the world's greatest mathematicians, one of the world's toughest and most formidable, most logical minds that in the last analysis it is the intangible, indefinable intuition that reaches out toward what is new. And every business man knows the tremendous advantage of being first with something new.

■ It is a deep belief in this same insight and intuition that will harvest the greatest rewards for the business man. It is our belief that there is nothing more practical to an advertiser than an intuition so refined by practice that it can provoke a reader to attention with fresh, imaginative insight, or, if you will, ideas. It is our belief that every other activity in our business—media, marketing, merchandising, research—is a prelude, however important, but just a prelude, to the final performance which is the ad; that the measure of that performance is its persuasion and that persuasion, as we have said, is not a science easily learned like an equation, but an art that can reach inspired heights only by a deeply personal intuition. It is our belief that such personal intuition expressed creatively to make the deepest impression must bring the advertiser the fastest and greatest return on his investment.

I hope you will forgive me if I use as examples some of our own work. I do this because I am sure of the creative processes employed in these campaigns, whereas I might be ascribing motives to others that actually did not exist.


I found out about Joan
Ohrbach's

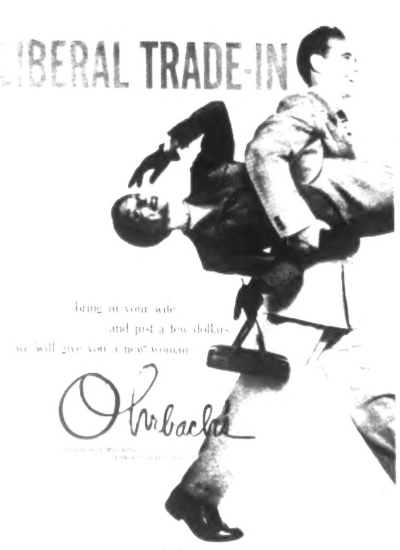
Let me tell you about the Volkswagen campaign. When we were awarded the account the first thing we did was to spend much time in the factory in Wolfsburg, Germany. We spent days talking to engineers, production men, executives, workers on the assembly line. We marched side by side with the molten metal that hardened into the engine, and kept going until every part was finally in its place. We watched finally as a man climbed behind the steering wheel, pumped the first life into the new-born bug and drove it off the line. We were immersed in the making of a Volkswagen and we knew what our theme had to be. We knew what distinguished this car. We knew what we had to tell the American public. We had to say: "This is an honest car."

This was our selling proposition. We had seen the quality of materials that were used. We had seen the almost incredible precautions taken to avoid mistakes. We had seen the costly system of inspection that turned back cars that would never have been turned down by the consumer. We had seen the impressive efficiency that resulted in such an unbelievably low price for such a quality product. We had seen the pride of craftsmanship in the worker that made him exceed even the high standards set for him. Yes, this was an honest car. We had found our selling proposition.

Truth Isn't Truth Until People Believe You

Was our job done? Was all we had to do now is tell the consumer "this is an honest car"? Well, I'm not going to stand here and tell you that it couldn't be done that way. But I *am* going to tell you it couldn't be done that way with the small budget we had. It is one thing to tell the truth. It is quite another to get people to listen to it and to accept it as the truth. As far as advertising budgets are concerned, the truth isn't the truth until people believe you.

I guess if we piled enough coins on top of that phrase "Volkswagen is an honest car" the sheer weight of those coins would eventually have pressed it into the public consciousness. But we had neither the time nor the money. We had to call in our ally, CREATIVITY. We had to startle people into an immediate awareness of our advantages in such a way that they would never forget it. That is the real function of creativity.


LIBERAL TRADE-IN
bring in your wife
and just a few dollars
we will give you a new woman
Ohrbach's

■ To tell people that this is an honest car because it keeps up to the minute with technical advances; we asked the question: "Is VW contemplating a change?" People thought of VW as never changing. They were eager to read of a change. And they weren't disappointed because they learned that while the outside of the car never changed, countless changes were made where they count, inside the car where you can feel and hear them, not outside where it dates the car and obsoletes it. Here imagination, creativity, was employed to prove dramatically here was an honest car.

You may remember another VW ad that simply showed a car with the headline, LEMON. You know that this is the classic description for disappointment in a car. Yet here it was used to prove memorably once again that here indeed was an honest car. For it was the ruthless VW inspector who considered this particular car a lemon because it had an almost invisible scratch somewhere on the door. Suppose we had merely said, "Every VW must pass rigid inspection." How many ads and how much money do you think it would have taken to make the same point that was made in one creative stroke with the one word headline, LEMON?

■ But it's not just words and pictures that talk to a reader. There's a feel and tone to a page. And these, too, were used in the VW ads to convey honesty. The layouts are utterly simple and plain and clean, the type classic and unadorned, the copy style factual and straightforward: subject, verb, object. Psychologically and creatively everything was done to make our selling proposition of honesty reach the consumer faster and with the greatest impact.

Inverted Snobbism at Ohrbach's

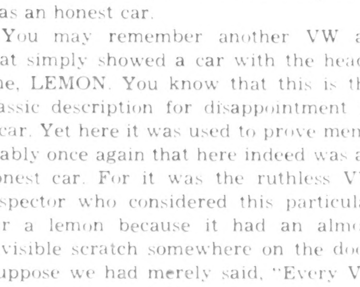
The account we started in business with is Ohrbach's. You probably are not aware that Ohrbach's is a New York store that started out on unfashionable 14th Street and became famous for its low prices. An amazing thing has happened. Today there exists a sort of inverted snobbism regarding Ohrbach's and this store is patronized by some of society's most glamorous names. Last year when *Life* did a story on Paris fashions in America this national magazine built its entire story around the Ohrbach store.

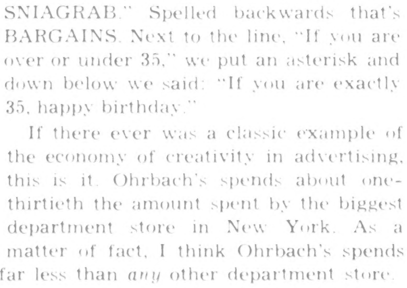
How come? How could a store with such humble beginnings reach such heights in the fashion world? The answer is without question creativity, creativity in merchandising, creativity in advertising. From the very beginning we said if we are to overcome the low fashion connotation of low prices, the ads must be presented in the smartest possible graphic and copy terms. For 15 years we have had one selling proposition: High Fashion at Low Prices. But never have we just used the mere words. We let people come to their own conclusions from the ideas in the ads.

■ I remember one of the Ohrbach campaigns in which we were satirizing some popular advertising techniques. We had a man carrying a woman off the page under his arm. The headline shouted: "LIBERAL Trade-in, bring us your wife and just a few dollars and we will give you a new woman." We received many telegrams insisting that we live up to our promise.

In another ad in this series we showed a white-coated doctor pointing his finger at you. The headline said: "If you are over or under 35 years of age you need SNIAGRAB." Spelled backwards that's BARGAINS. Next to the line, "If you are over or under 35," we put an asterisk and down below we said: "If you are exactly 35, happy birthday."

If there ever was a classic example of the economy of creativity in advertising, this is it. Ohrbach's spends about one-thirtieth the amount spent by the biggest department store in New York. As a matter of fact, I think Ohrbach's spends far less than *any* other department store.





women know value

over the years they have valued Good Housekeeping most

UNITED STATES OF AMERICA
HALF DOLLAR

This quality magazine—with a premium newsstand and subscription price—has historically attracted a quality audience—women willing to pay *more* for the magazine that gives them more. Just look at the chart!

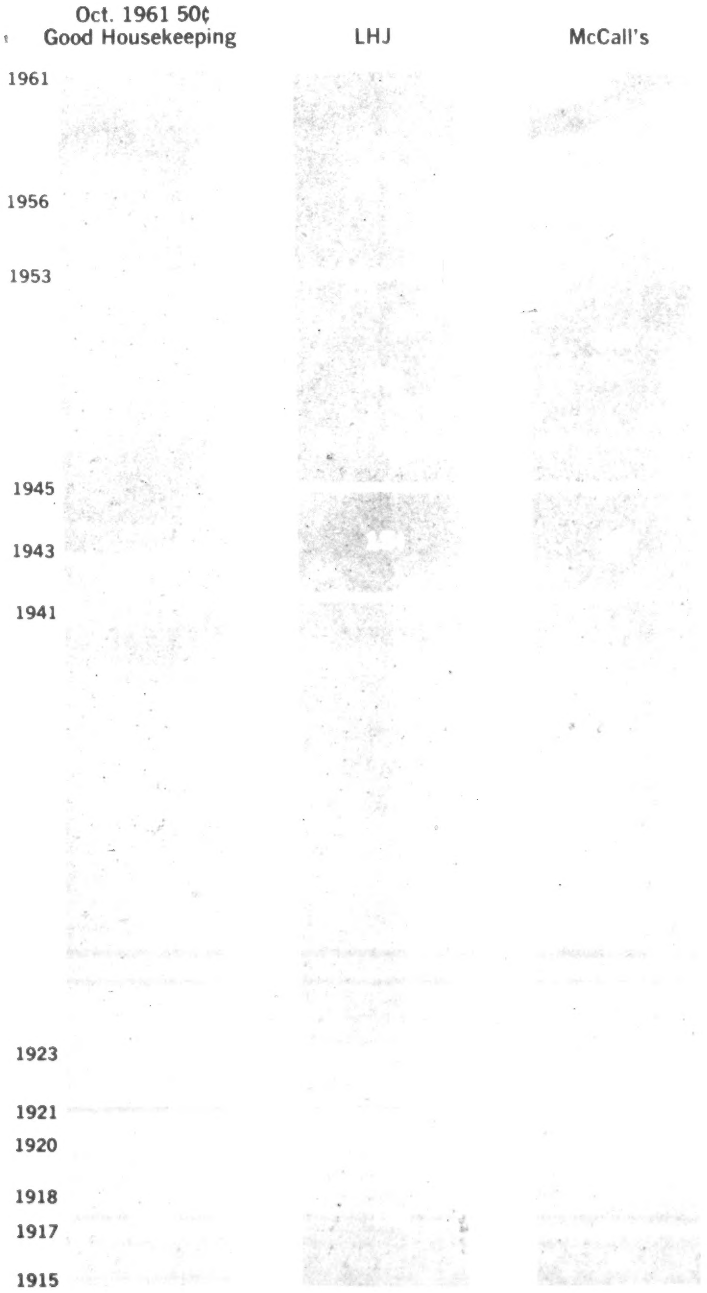
Good Housekeeping demonstrates its respect for advertisers' needs by asking its *readers* to share increased publishing costs.

Because women pay more, our advertising rates are more sensible, our cost per thousand lower, our selectivity sharper—and your ability to buy continuity is greater.

Good Housekeeping
Magazine and Institute A Hearst Magazine

REPLACEMENT OR ★ REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

NEWSSTAND PRICES
1915 THRU 1961



Yet when a survey was taken and people in the city were asked which department stores spent the most money in advertising, Ohrbach's was ranked right with the top store.

People don't count the number of ads you run. They just remember the impression you made on them.

■ Creativity has always meant selling. The primary responsibility of truly creative people is not just to exercise creative freedom, but to know what is good creative work and what is merely pretentious acrobatics. With the tremendous increase in political and social pressures, with violence confronting us at every turn, with the fierce competition among advertisers, more and more it will take tremendous artistry with words and pictures to touch and move the reader. So exposed is he to banalities, to self-conscious artificial attempts to arrest his attention, that he looks, but does not see; he listens, but does not hear; and what is worse, he does not feel.

There has never been a greater challenge to creative talents. To those of you who can meet that challenge, who through the magic of your artistry can make the reader see, hear and feel, the rewards have never been greater. For you are the insurance an advertiser takes out on all the facts that he wants to tell the public. For only you, working honestly and imaginatively, can bring those dead facts to life and make them memorable to all who see them. Only you can prove to the world that good taste, good art, good writing is good advertising. =

On the Merchandising Front . . .

Is Your Major Retail Outlet Still Number One?

By E. B. Weiss

It isn't generally understood by those who are not close to the food industry and to food retailing, that perhaps *one-third* of our total food volume (in tonnage) does not go through the food store. Even those in the know tend to be a bit dumfounded when reminded of this stark fact of food distribution.

E. B. Weiss

I have no knowledge what the same appraisal would have disclosed 50 years ago and 25 years ago. But I should imagine it would be safe to conclude that the trend for years has been *sharply* away from food distribution via the food outlet.

This has happened while the food supers enjoyed their greatest (but now clearly tapering off) period of growth—which is precisely why marketing trends of this type can be so easily overlooked.

■ In food, this trend has a long way to go. I think it is entirely probable that within a decade or so—and it could be *less* as well as more than a decade—a bit over *one-half* of our total food volume in tonnage, will not go through the traditional food outlet—that is to say, through a store that would properly classify itself as a food store. That would be quite a remarkable state of affairs.

Where does food volume go that does not go through the food outlet?

It goes through restaurants of infinite variety, through institutions (hospitals, etc.), through schools, through industrial dining plants and through at least a score of other sources that are bulk users of food. These bulk sources for food volume are growing mightily—eating out is in an explosive state of growth, for example, and so are our institutions, schools, etc. There could be a 50% increase in eating out just over the coming decade.

■ The non-food retail outlets for food are also growing mightily. Discount chains, variety chains, drug chains, even department stores are all turning to food—some of these outlets are turning to food strongly. Miscellaneous outlets are also turning to food—and I have seen lists totaling well over 25 of these miscellaneous food outlets.

In general, there is no doubt that the non-food outlet is expanding more rapidly as a food outlet than is the traditional food outlet. The former is in a stage of true dynamic growth on food; the latter is barely holding its own on food.

I suspect that the new and remarkable automatic vendors will eventually merchandise food in locations that are in no way tied up with the regular food outlet—gas stations will sell food via automatic vendors; food will be dispensed by automatic vendors in innumerable new locations including installations in huge apartment houses.

■ While this has been taking place in food, similar developments have been taking place in other great merchandise classifications. Thus, soft goods of vast variety, originally sold primarily through department stores and specialty stores—now find their major outlets are becoming the great mail order chains, the specialty chains like Penney's, the discount chains, the variety chains, the food chains, the drug chains, etc. It is probable that, in some soft goods classifications, the *original* outlets are now of *secondary* importance.

Much the same thing is happening with respect to the original inventory of the drug outlet. It started when health and beauty aids were added by the variety chains; that goes back some 30 years or more. It was shoved into high gear when the food supers put in their health and beauty aid racks. Now, the discount chains are moving strongly not only into health and beauty aids, but also into prescriptions. Moreover, as I enumerated in a recent column, no less than a dozen other new types of retail and bulk outlets are springing up for drugs. Here, too, it is probable that, on some of the original drug outlet classifications, newer outlets may now be accounting for the major share of volume.

This trend toward new types of outlets for long-established merchandise classifications is, of course, not at all of recent origin. I have been commenting on it for over a decade—scrambled distribution has been the order of the day for years.

■ But I think the new aspect of this situation that is not so well understood is that, in a multiplying number of instances, the *original* outlet for some merchandising classifications (and the total is rapidly increasing) is no longer the *major* outlet. And that change is not as broadly comprehended as it should be and must be.

This doesn't mean that the traditional outlet will no longer play an important role. The food outlet will certainly continue to be enormously important to the food processor. The drug outlet will surely continue to be of great importance to the health and beauty aid manufacturer.

But the big marketing difference will be that the opportunity for the manufacturer for *dynamic* growth will more often be found in the *newer* outlets. And the manufacturer who recognizes this first, and moves most intelligently and courageously in the indicated new channels, will profit most.

Does this mean marketing headaches? Of course it does.

But I contend that the *sickest* business is the business with the *fewest* headaches.

The explanation is simple: A business that doesn't invite headaches is resting on its fanny; it is trying to do business at the old stand in the old way; sitting down! Like the first Henry Ford, it is willing to provide cars in any color—so long as the color is black.

The more *dynamic* a business—the more *headaches* it has.

But the more headaches stemming from this source—the more net profit. =

Farm Paper Study Goes Beyond Readership, Checks Ability to Reach Buyers

By Donald R. Murphy
Wallaces Farmer, Des Moines, Ia.

What kind of folks read your ad?

Suppose an advertisement for hog feed finds 80 readers out of a sample of 200 farmers interviewed. That's a good score.

But also suppose that 60 of these readers of the ad aren't raising hogs. That leaves only 20 readers who are the kind of prospects the advertiser wants to reach.

The over-all score is still 40%. But the score that counts is only 10%. And that isn't good enough.

This kind of thing happens more often than you might think. A flashy photograph in an ad may attract some casual readers. But it may not pull in and hold the kind of prospects the advertiser wants.

To measure the effectiveness of an ad we need to know more than just how many folks noticed it and how many read the sales copy. We also need to know what kind of folks did the noticing and the reading.

Wallaces Farmer in Iowa and *Wisconsin Agriculturist* in Wisconsin have been making this kind of investigation since 1951. This market analysis has proved useful to both advertisers and editors.

Editors, as well as advertisers, want to know whether their copy got across to folks they wanted to reach. Did an article prepared for young renters really get read by these people? Did an article aimed at women with big families get read by that kind of subscriber?

■ The key point in market analysis of ads is that the over-all score may be misleading. An ad may actually be better or worse than the total score indicated.

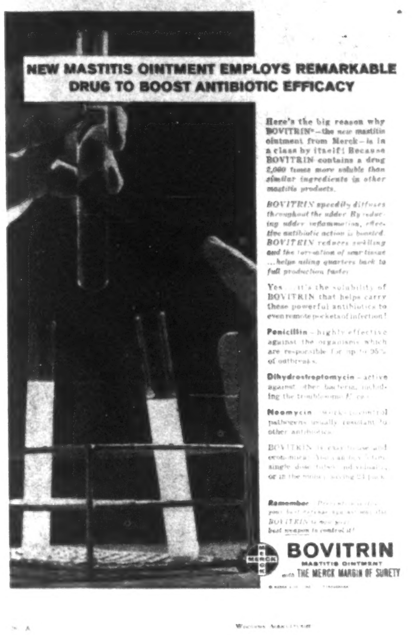
For instance, market analysis may throw additional light on the results from split runs. In these splits, half the sample (properly distributed over the state), gets one kind of ad; the other half gets another kind.

■ A Bovitrin (Merck) advertisement on treatment for mastitis (*Wisconsin Agriculturist*, Oct. 3, 1959) found ad A scoring 20% noted and ad B 32%. The main difference in the ads was that A used a test tube for an illustration; B used a cow.

These scores were for the whole A and B samples. But what kind of folks were the real prospects? Probably those farmers who were having trouble in the dairy herd with the disease. A question on this found that 87 (55.4%) of the whole sample were having trouble. The remainder was not—or at least, didn't admit it.

Those who had cattle troubled with mastitis scored as follows:

	A (Test tube)	B (Cow)
Any This Ad	16.7%	47.0%
Read Some	11.1%	41.2%


NEW MASTITIS OINTMENT EMPLOYS REMARKABLE DRUG TO BOOST ANTIBIOTIC EFFICACY
BOVITRIN
MASTITIS OINTMENT
with THE MERCK MARGIN OF SURETY
MERCK

Here's the big reason why BOVITRIN*—the new mastitis ointment from Merck—is in a class by itself! Because BOVITRIN contains a drug 2,000 times more soluble than similar ingredients in other mastitis products.

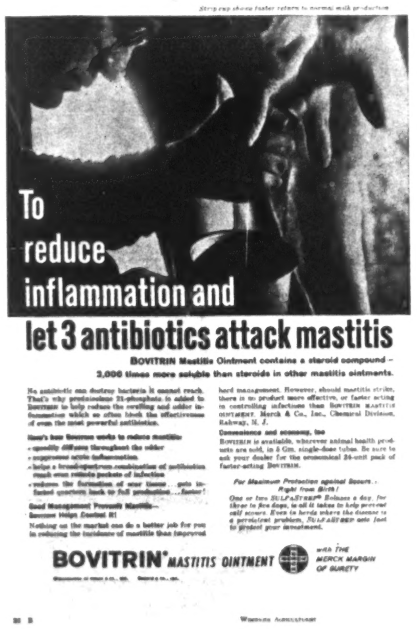
BOVITRIN speedily diffuses throughout the udder. By reducing udder inflammation, effective antibiotic action is boosted. BOVITRIN reduces swelling and the formation of scar tissue ...helps ailing quarters back to full production faster.

Yes ... it's the solubility of BOVITRIN that helps carry these powerful antibiotics to even remote pockets of infection!

Penicillin – highly effective against the organisms which are responsible for up to 95% of outbreaks.

Dihydrostreptomycin – active against other bacteria, including the troublesome [illegible]

Neomycin – works to control pathogens usually resistant to other antibiotics.


Strip cup shows faster return to normal milk production
To reduce inflammation and let 3 antibiotics attack mastitis
BOVITRIN® MASTITIS OINTMENT
with THE MERCK MARGIN OF SURETY

BOVITRIN Mastitis Ointment contains a steroid compound—2,000 times more soluble than steroids in other mastitis ointments.

However, should mastitis strike, there is no product more effective, or faster acting in controlling infections than BOVITRIN MASTITIS OINTMENT. Merck & Co., Inc., Chemical Division, Rahway, N. J.

Convenience and economy, too

BOVITRIN is available, wherever animal health products are sold, in 5 Gm. single-dose tubes. Be sure to ask your dealer for the economical 24-unit pack of faster-acting BOVITRIN.

For Maximum Protection against Scours... Right from Birth!

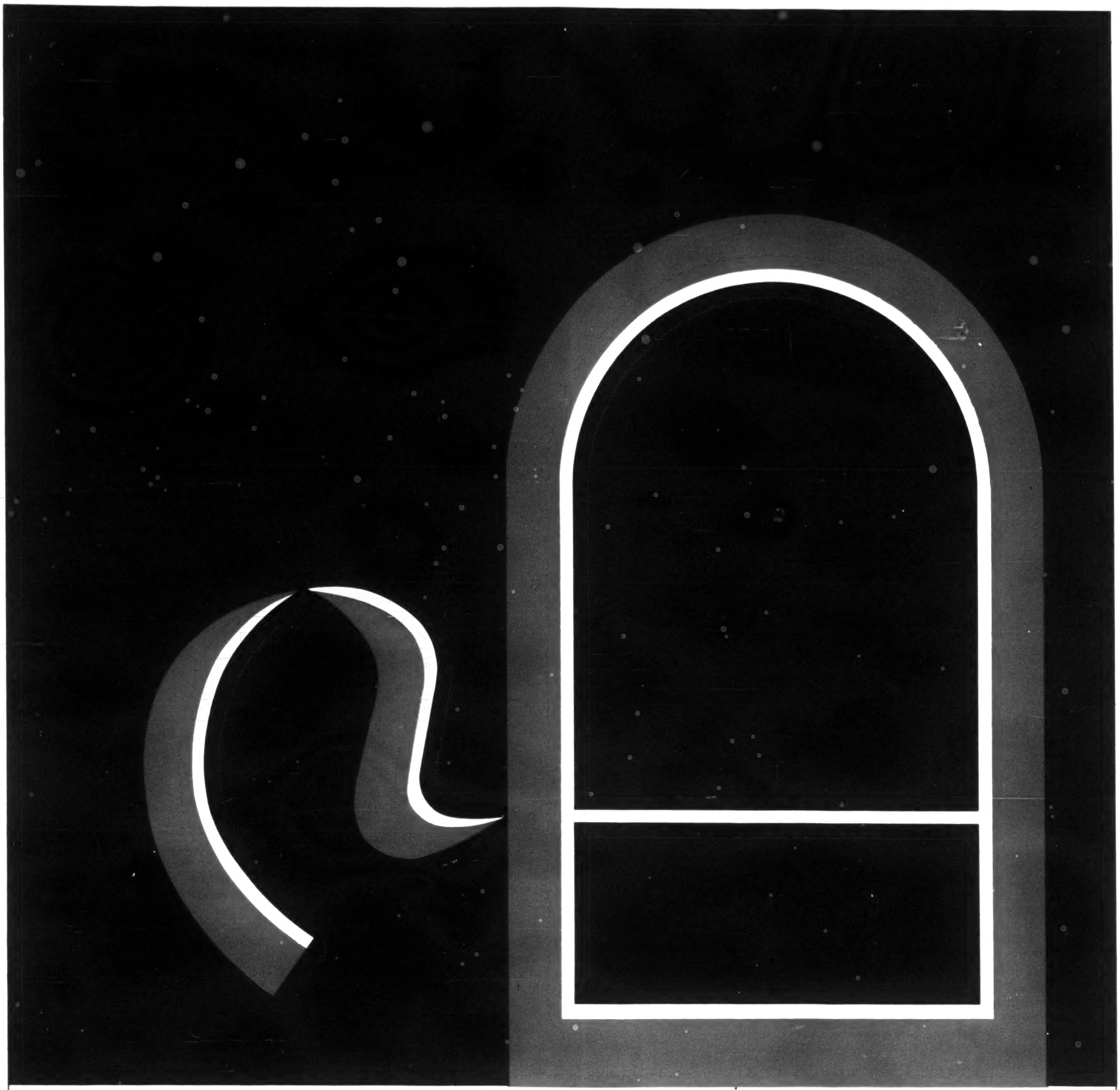
One or two SULFASTREP® Boluses a day, for three to five days, is all it takes to help prevent calf scours. Even in herds where the disease is a persistent problem, SULFASTREP acts fast to protect your investment.

This analysis indicated that the superiority of B over A was considerably greater than was indicated by the total scores.

■ For another example, how well did an ad aimed at cattle feeders reach its mark? This ad was for Trilafon (Schering Corp., Sept. 20, 1958, *Wallaces Farmer*).

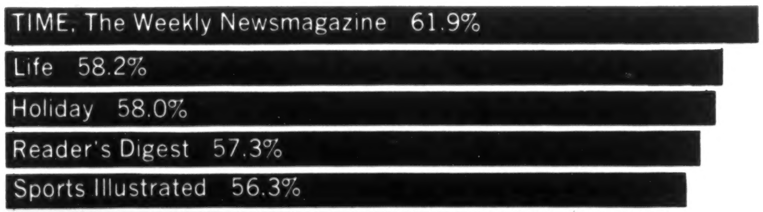
The ad scored 26.5% with men. That is, 53 out of the 200 farmers in the sample looked at the ad. But what kind of folks were these 53?

The *Wallaces Farmer* poll asked whether farmers in the sample were feeding or



TIME is the shape of the investor market

Circulation concentration in the top 10 individual investor states



Sources: New York Stock Exchange "Share Ownership in America: 1959" and publishers' statements to the A.B.C. for 6 months' period ending June 30, 1960. TIME (3/23/59) • Life (10/26/59) • Holiday (March 1957) • Reader's Digest (April 1959) • Sports Illustrated (3/2/59) • Better Homes & Gardens (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • U.S. News & World Report (3/28/58) • Saturday Evening Post (3/14/59).

Two-thirds of America's stockholders are concentrated in just ten states. And in these states, TIME delivers a greater share of its circulation than does any other magazine of over 500,000. TIME families' corporate stock investments total $55 billion, as much as the market value of the stock of the nation's 25 biggest corporations. Here's evidence of affluence that can mean dividends for you, whatever you're selling.

TIME

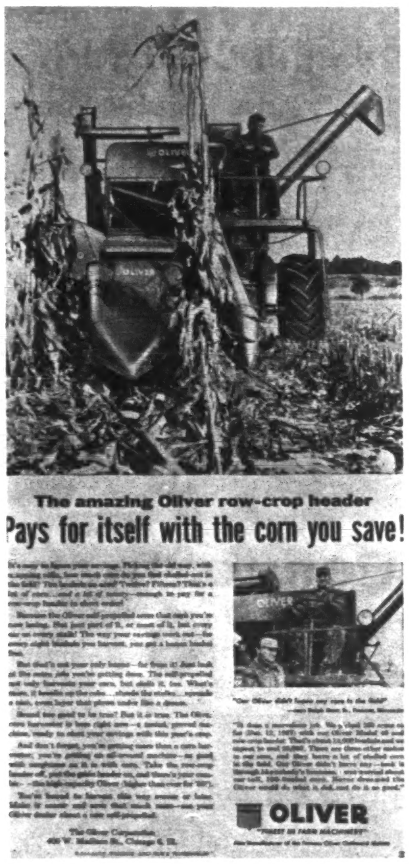
TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

planning to feed cattle. Here is the response:

Any This Ad	No. of Interviews	No. of Ad Readers	%
Plan to Feed	82	29	35.3
Do not plan to feed	105	23	21.9
Undecided about feeding	9	1	11.1

(Four respondents did not answer the question about feeding.)

This advertisement apparently reached a fair share of the possible prospects. Readership by non-feeders was not entirely wasted, however. Farmers go in and out of the feeding business. A non-feeder this year may be a feeder next year. But certainly the best immediate prospect for Trilafon was a man feeding or planning to feed this season.


The amazing Oliver row-crop header
Pays for itself with the corn you save!
OLIVER

An Oliver ad for field shelling of corn (Sept. 20, 1958), had a somewhat different problem in sorting out good prospects. The poll asked:

"What do you think about the future of field shelling corn?

"**1.** I'm doing it or thinking seriously about doing it.

"**2.** Looks interesting, but don't know whether it will work well.

"**3.** It isn't practical."

The three groups score as follows on the ad:

	No. of Interviews	No. "Any This Ad" Readers	% of Ad Readers
1. **Convinced**	26	8	30.8
2. **On the fence**	120	47	39.2
3. **Opposed**	44	22	50.0

The largest group was the middle one, interested but not completely sold. At the 1958 stage of field shelling, a reasonable goal for the ad would be to make an impression on this group. Apparently the impression was made.

■ Another way to check on this ad was by the acres in corn. In this case, farmers with 75 acres or more in corn had a 43.4% score. The ad did better with these larger farmers (who were also probably better prospects) than with smaller corn producers.

It might interest advertisers to note how this method worked out with some editorial problems. Take one department "What's Ahead," a discussion of market prospects. In one issue (*Wallaces Farmer*, Sept. 20, 1958), the poll tried to find out how this outlook copy was getting across to farmers who took one, two or three or more farm publications.

If a farmer took three or more farm publications, would this competition make him less interested in "What's Ahead" in *Wallaces Farmer*?

To find out, the poll checked farm men who had read most of the copy in the department.

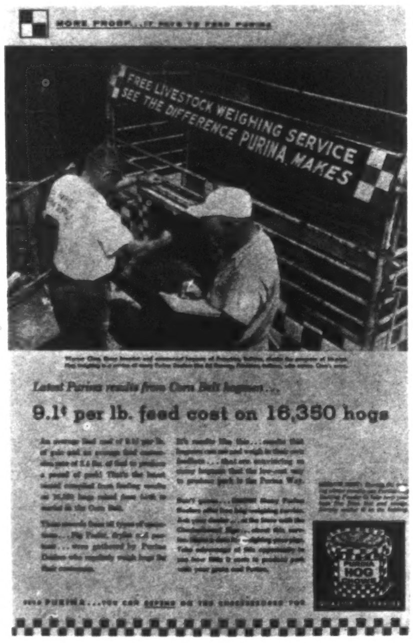
Farm publications	No. of Interviews	No. of Readers	% of Readers
Take Wallaces Farmer only	12	4	33.3
Take 2 farm publications	46	16	34.8
Take 3 or more farm publications	136	77	56.6

The big and important group was made up of those that took three or more farm publications. In this group, the poll found a higher percentage of readers of this department than in the other two groups. Apparently competition from other publications had not hurt the popularity of this particular department.

A Purina ad for hog feed (*Wallaces Farmer*, Sept. 20, 1958), raised the usual question: Did the ad get read by hog farmers who were good prospects for feed? "Any This Ad" scores were used:

No. of Hogs Sold	No. of Interviews	No. of Readers	%
None	27	5	18.5
Less than 50	24	6	25.0
50-99 hogs	49	12	24.5
100 or more	92	33	35.9

Here the biggest group and the one most important to the advertiser (farmers who sold 100 or more hogs), also made the highest score.


FREE LIVESTOCK WEIGHING SERVICE
SEE THE DIFFERENCE PURINA MAKES
9.1¢ per lb. feed cost on 16,350 hogs
PURINA HOG CHOWS

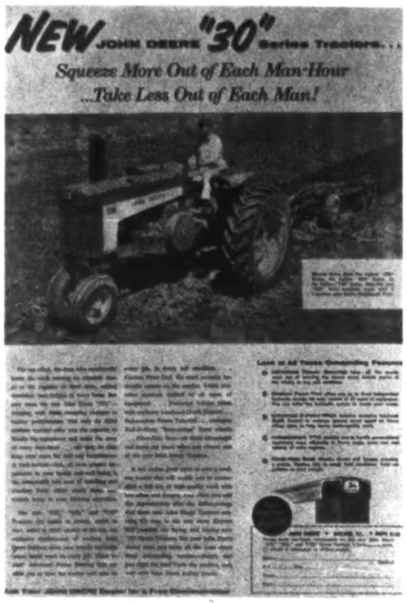
■ In some advertisements, the important thing may be the age of the prospect, whether he is an owner or renter, or whether he is in the upper one third of the income group. In one advertisement (Starcross alfalfa, *Wallaces Farmer*, Jan. 17, 1959), another factor was important. The critical question here probably was:

"Are you planning to sow alfalfa in 1959?" "Any This Ad" scores follow this breakdown.

	No. of Interviews	No. of Ad Readers	%
Plan to sow alfalfa	132	49	37.1
Do not plan to sow alfalfa	65	16	24.6

Apparently the ad reached its target in a fair number of cases. But suppose the scores had been reversed? Suppose there had been 16 ad readers among those who planned to sow alfalfa and 49 among those who did not plan to sow alfalfa?

In each case, the over-all score would have been 33%. But the effectiveness of the ad would have been quite different.


NEW JOHN DEERE "30" Series Tractors...
Squeeze More Out of Each Man-Hour
...Take Less Out of Each Man!

A John Deere ad (*Wallaces Farmer*, Jan. 17, 1959), checked corn acreage, income, total crop acreage and the number of tractors owned. On the basis of corn acreage, the poll found:

Any This Ad	No. of Interviews	No. of Readers	%
No corn	21	8	38.1
1-49 acres	55	23	41.8
50-74 acres	50	19	38.0
75 or more acres	62	39	62.9

The appeal of the ad was broad, but the bigger corn growers (also probably the best prospects) showed the most interest.

Another ad (protein blenders, *Wallaces Farmer*, Jan. 17, 1959), was aimed at both hog and cattle feeders. It did better with the hog feeders. The ad scored almost twice as high with those who sold 100 hogs or more as with those who sold less than 50. But cattle feeders and men who didn't plan to feed scored about even.

■ What kind of women does a flour ad want to reach? Probably those with the baking habit and those with big families. Here is one check on a Robin Hood Flour ad (*Wisconsin Agriculturist*, April 5, 1958):

	Baking—Yes	Baking—No
Any This Ad	54.7%	37.9%
Read most of sales copy	18.0%	6.9%

The women who reported doing some baking in the last five days showed more interest in the ad than women who hadn't done any baking recently.

■ Another use of the market analysis shows up in a Ford tractor ad (*Wallaces Farmer*, Jan. 16, 1960). Here, among other things, the poll asked the brand of the last tractor bought and then checked this reply against readership:

Any This Ad	No. of Interviews	No. of Ad Readers	%
Allis Chalmers	15	5	33.3
Ford	27	13	48.1
International Harvester	62	14	22.6
John Deere	51	15	29.4
Massey-Ferguson	8	4	50.0
Other	32	9	28.1

The poll found that 60 farmers looked at the Ford ad. So 47 who had NOT bought a Ford at last purchase looked at the ad in addition to the 13 who HAD bought a Ford at last purchase.

Ordinarily you expect that a user of a product is more apt to be attracted to the ad than a non-user. The ad has at least two jobs: To renew the faith of the old customer and to attract a new customer. This Ford ad did well on both counts.

■ The critical point in using the market analysis is this: What kind of breakdown will really throw light on the effectiveness of the ad? With feed ads, one question is obvious. Does the farmer who reads the ad have the kind of livestock to which the advertisement is addressed?

In some new products, the age of the reader may be a factor. Young farmers may be more inclined to grab new ideas than older farmers. In some cases, income is important. A costly product won't stand much chance with a farmer of low income.

Sometimes an advertiser is tempted to use this kind of survey as just another census. Since the number of questions that can be asked is limited (respondents run out of patience), the only questions used should be those that throw light on the specific ad being measured.

■ To get full value out of market analysis demands study and cooperation by the advertiser, the agency and the research department of the publication. Properly handled, this kind of analysis has proved—for two farm publications at least—to be one of the most useful of research tools. #

Employe Communications . . .

Texas Communicators Get the Nod

By Robert Newcomb and Marg Sammons

The business men of Texas do more about employe communications than sit around and lament the lack of it. They put the topic into gear and move.

For the second year, Texas business and industry—through the Texas Manufacturers Assn., Houston—has sponsored the so-called Benjamin Franklin awards for "outstanding achievement in the field of employe communications." The purpose of the awards, the association has said, is "to recognize companies and company communicators who have demonstrated their ability and willingness to talk vital issues with employes in company publications and similar media."

Three classes of awards are made—for the best over-all program, for the best continuous program in the area of economics, politics or labor-management, and for the best one-shot communications effort. Initial evaluations of entries in the contest are made by outside communications consultants; final judging is made by an association committee. Because the authors of this column were the consulting judges, we had a good, close look at what Texas is doing in communications.

■ It's fair to say that Texas is doing plenty. Some of the sharpest and soundest communications in the country is coming out of that area. Some of it comes from companies with programs so well established that one would expect winners; some comes from concerns rarely identified with employe communication. A few are notable bulls-eyes: The president of the Lone Star Steel Co., for example—E. B. Germany—not only writes a lively column for his weekly employe newspaper; he picks up the column and reprints it—as paid advertising—in the 17

Men who sell the West with Sunset

Oral B
cleans teeth
massages gums safely

"SUNSET HAS BEEN A PRIMARY INFLUENCE ON OUR MARKETING SUCCESS IN THE WEST"

—says Oral B's John H. Murphy

"Sunset was the cornerstone of our first advertising campaign," says toothbrush marketer John H. Murphy. "We now use national media, too, but Sunset has been and continues to be the primary influence on our marketing success in the West. Just take a look at those sales figures!"

The figures are, indeed, spectacular. From 1956, when Oral B first advertised in Sunset, to 1960, sales skyrocketed almost 200%. Today it is the largest selling toothbrush in the Western market, and ranks among the leaders in the nation.

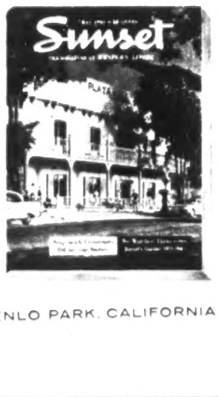
"With a limited budget," says Mr. Murphy, "we have to be very selective. Sunset's audience parallels our market. It goes into exactly the kind of homes we want to reach." The Sunset families in those homes are the most responsive buyers in the West. And the most influential. They set the trends in Western Living.

Men who sell the West know that reaching these 2,000,000 influential Sunset readers is the surest way to get action in the Western market. Action that produces "success story" results. That's why Oral B and 1429 other advertisers used Sunset in 1960 – why you should use Sunset in 1961.*

You can use all of Sunset, or you can localize your story in any one or combination of Sunset's three specialized zone editions. Either way, you sell *person-to-person* to the pace-setters of Western Living – the best customers in the region. Try it, and write a Western success story of your own!

Oral B Company, Ltd.

Mr. Murphy reviews plans for Oral B Sunset advertising with account executive Clark Lawrence, president of Long Advertising, Inc.



**For Oral B, the first 3 months of 1961 were the greatest sales quarter in its history.*

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA communities in which Lone Star employes live. This is no stuffed-shirt executive journalism churned out to gratify official vanity; this is to-the-point, hard-hitting analysis. It's written with what the union contracts call skill and ability. Columnist Germany teed off some months back on the obligations of management to labor—and vice versa—and the company has recently completed its first year in history without a labor contract. This, of course, is no recommendation for a cure-all; it's a simple recitation of fact.

■ Continental Oil Co., Houston, produces a many-faceted communications campaign: In addition to the conventional employe publication, management newsletter and program of oral communication, Continental uses closed circuit tv (for the employe annual meeting); a public affairs newsletter on national, industry-slanted issues out of Washington; bulky, factual economic reviews for supervision. President L. B. McCollum writes just about the best executive letter to employes in the whole business of communication.

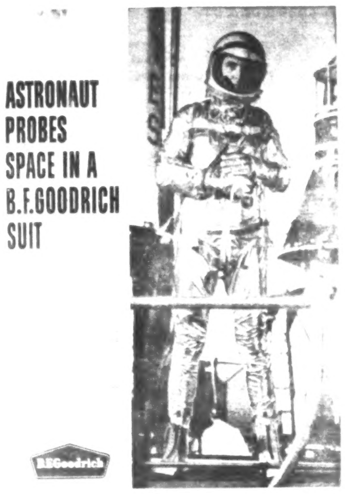
Schlumberger Oil Well Surveying Co., also Houston, has mastered the difficult art of making heavy industrial statistics meaningful to employes. The company's communicators don't dabble around with abstractions about the oil industry and Schlumberger's relation to it; they trot out the localized facts and say, in effect: "Pull up a chair, guys—here's the dope. Here's where *you* fit in this picture."

Any small plant with a communications program in the planning stage should study the structure at GE's plant in Tyler, Tex. Here is a low-cost, high-result campaign, built around face-to-face meetings with every employe on the lot taking part. Not only has the plant manager made it possible for frank oral feedback—he has also opened up a "plant manager's column" in the little, homespun, processed newsletter, where he reports the discussions in the meetings, and then puts out the employes' questions and the management's answers so there will be no doubt about a fair exchange of opinion.

Texans are reputedly direct in their man-to-man conversations. It would appear that their communications between employer and employe enjoy a high degree of directness too. And good results. ≠

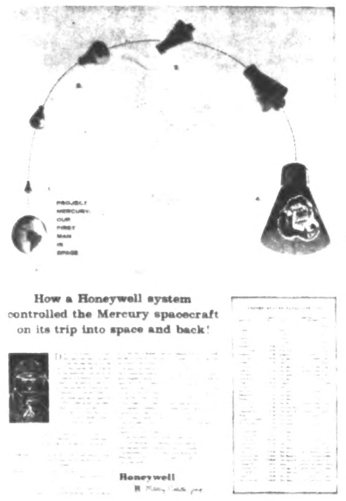
The Creative Man's Corner . . .

Rally 'Round the Rocket, Boys



ASTRONAUT PROBES SPACE IN A B.F.GOODRICH SUIT

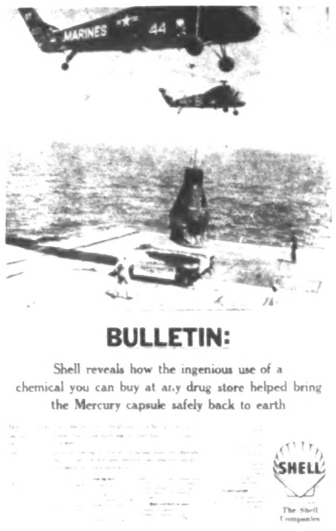
B.F.Goodrich



PROJECT MERCURY: OUR FIRST MAN IN SPACE

How a Honeywell system controlled the Mercury spacecraft on its trip into space and back!

Honeywell



BULLETIN:

Shell reveals how the ingenious use of a chemical you can buy at any drug store helped bring the Mercury capsule safely back to earth

SHELL

The Shell Companies

It probably could have been predicted with a lot more certainty than the outcome of our first manned shot into space—that countless manufacturers, no matter how remotely involved with the feat, would rush into print to grab as much credit as possible. And these ads are just the first. There will be, we predict, many others, all largely the same.

Are these ads worth the space they take up? Will countless automobile owners rush to Shell stations to buy Shell gasoline because hydrogen peroxide helped the steering mechanism of the space capsule to work and Shell Chemical is one of the major producers? And following their tanking up on Shell, will they storm B. F. Goodrich stores to buy Goodrich tubeless tires—because Goodrich developed the astronaut's space suit?

Minneapolis Honeywell is a little more realistic. It addresses its message to companies involved with space projects and invites them to "learn more about Honeywell's capabilities for handling systems responsibilities for missile and space programs."

We wonder if these ads would have been run if the missile had failed—or, worse still, blown up smack on tv with its occupant and all his equipment reduced to ashes. We wonder why they did not appear with apologies when Gagarin sailed around the world—well in advance of our own man. Considering the impressive seriousness of the occasion, we are more than a little appalled that it should give rise to services and commodities being hawked as on a midway. ≠

Salesense in Advertising . . .

Determining the Objective

By James D. Woolf
Advertising Consultant

The man who plans and writes advertising without having a definite objective clearly in mind isn't likely to hit the bull's-eye. No sportsman would hunt feathered game by shutting his eyes and shooting a charge of bird shot blindly into the air. No general goes into battle without having a specific goal in view. Unfortunately, much advertising is produced in this haphazard way.

James D. Woolf

The *first* question the planner of advertising should ask himself is this: What is my goal? What is the exact result I seek to accomplish? It is true that my general objective is that of increasing sales, but what is the specific end I should work toward?

Perhaps the initial question to be looked into is that of consumer demand. For example, everybody uses salt; it is in universal demand. Hence the advertiser of Morton Salt doesn't have to concern himself about that. His advertising and selling job is strictly a competitive one, and his objective must be considered in relation to this fact.

■ On the other hand, the advertiser may be promoting a product for which there exists no natural demand. It cannot be assumed, for example, that there exists universal demand for a corrective for unpleasant breath (halitosis). There are many persons who are not troubled at all with this condition, and a large percentage of those so afflicted do not realize it. In this case, therefore, it cannot be said that the selling job is strictly a competitive one. The public must be sold on the proposition that halitosis is common to most persons and that a corrective should be used.

The consideration of the objective, however, should not stop with this single classification of the product as competitive or non-competitive. The product may not fit snugly into either compartment. For example, everybody consumes oranges in one form or another, but oranges also compete with other fruits.

■ Whether the general selling job is competitive or non-competitive, or a combination of both, always the copywriter should break down his broad, general objective into specific terms; always he should set out to accomplish a definite end with each piece of advertising. Always he should have a central selling idea—a thought, a theme, an appeal that is calculated to achieve a specific and clearly understood result.

Let us examine a case of a hypothetical product in the grocery field—a canned apple butter known as Old Homestead. Our first job, obviously, is to study the product in its relation to consumer needs. Is apple butter, like oranges and salt, in universal demand? Does Old Homestead supply a want not now being served adequately by competitive brands?

Does Old Homestead have any special claim to distinction? Or is it just another apple butter, neither better nor worse than the kinds now sold to the customer?

■ We find there are no outstanding brands of apple butter on the market; there is no domination by any one maker. A number of food makers produce apple butter as an item in their line, but nobody "owns" the market. On comparing our apple butter, Old Homestead, with competitive brands, we find that it is superior in taste and consistency. We believe that Old Homestead is capable of supplying a need, and that it, therefore, has a legitimate reason for entering the market.

But we find that this need of the consumer is not a *realized* one. The consumer is not conscious of any "problem" with reference to apple butter. She is reasonably well satisfied with the brand she has been getting, or she has not been serving apple butter at all to her family. Even these families who eat apple butter serve it infrequently; the average per capita consumption is low.

■ Hence our first general objective is that of increasing apple butter consumption. Along with this, of course, we have the objective of persuading the consumer that Old Homestead is finer than competitive brands. In other words, we want to divert as much existing business as possible to Old Homestead and at the same time encourage wider apple butter consumption. How can we do this? Is it possible through one appeal to attain both objectives?

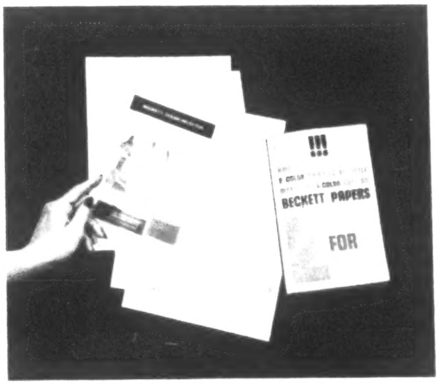
We find that the reason most persons give for apple butter is taste. They consider it healthful, but in the main they eat it because they like it. The most general use, let us say, is as a spread for bread for children.

Old Homestead apple butter is exceptionally delicious. We decide, therefore, to base our main appeal on taste. Apple butter is an old fashioned food of our childhood days; it takes an old-time orchard, with its immense boughs and masses of branches, to arouse sentiment. The very name of our apple butter, Old Homestead, is pleasantly suggestive and rich in connotations.

So we select taste as our appeal—the old-time taste of the old-time apple butter. With pictures and words we shall

See how COLORFUL

a one-color printed piece can be



ALL IT TAKES is imagination on the part of the printer or layout artist, seasoned with good taste.

Colored ink on colored paper does the trick. The extra cost is insignificant.

To help you — or your customer — with the planning, we offer a wonderful new device. It's the BECKETT COLOR SELECTOR, and it shows you, quick as a wink, how each of seven different colors looks on fourteen different colors of paper — 98 combinations. (Actually, there are 37 different colors of paper in the various grades in the big Beckett line.)

We'll gladly send you a copy of the Beckett Color Selector without charge. Just write for it — now — on your business letterhead.

THE BECKETT PAPER COMPANY. HAMILTON. OHIO

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

BUCKEYE-BECKETT PAPERS

SATIN SHELL (*Beckett Offset and Beckett Vellum*) *is available through these Leading Merchants*

ALABAMA

Graham Paper Company	Birmingham
Sloan Paper Company	Birmingham
Partin Paper Company	Mobile

ARIZONA

Butler Paper Company	Phoenix
Graham Paper Company	Phoenix
Graham Paper Company	Tucson

ARKANSAS

Roach Paper Company	Little Rock
Western Newspaper Union	Little Rock

CALIFORNIA

Butler Paper Company	Los Angeles
Butler Paper Company	San Diego
Pacific Coast Paper Company	San Francisco

COLORADO

Butler Paper Company	Denver
Graham Paper Company	Denver
Butler Paper Company	Pueblo

CONNECTICUT

Carter Rice Storrs & Bement, Inc.	Hartford
Henry Lindenmeyr & Sons	Hartford
Carter Rice Storrs & Bement, Inc.	New Haven
Henry Lindenmeyr & Sons	New Haven

DISTRICT OF COLUMBIA

The Barton, Duer & Koch Paper Company	
Stanford Paper Company	

FLORIDA

Jacksonville Paper Company	Jacksonville
Everglade Paper Company	Miami
Central Paper Company	Orlando
Capital Paper Company	Tallahassee
Tampa Paper Company	Tampa

GEORGIA

Sloan Paper Company	Atlanta
Macon Paper Company	Macon
Atlantic Paper Company	Savannah

ILLINOIS

J. W. Butler Paper Company	Chicago
James White Paper Company	Chicago
J. W. Butler Paper Company	Peoria

INDIANA

Butler Paper Company	Evansville
C. P. Lesh Paper Company	Evansville
Butler Paper Company	Ft. Wayne
The Central Ohio Paper Company	Indianapolis
The Chatfield Paper Corporation	Indianapolis
C. P. Lesh Paper Company	Indianapolis
Mid-States Paper Company	Terre Haute

IOWA

J. W. Butler Paper Company	Cedar Rapids
Western Newspaper Union	Des Moines
Weber Paper Company	Dubuque
Western Newspaper Union	Sioux City

KANSAS

Butler Paper Company	Wichita
Graham Paper Company	Wichita

KENTUCKY

Graham Paper Company	Louisville
Louisville Paper & Mfg. Co.	Louisville
Rowland Paper Company	Louisville

LOUISIANA

Butler Paper Company	New Orleans
Graham Paper Company	New Orleans
Western Newspaper Union	Shreveport

MAINE

Carter Rice Storrs & Bement, Inc.	Augusta

MARYLAND

The Barton, Duer & Koch Paper Co.	Baltimore
Stanford Paper Company	Baltimore

MASSACHUSETTS

Carter Rice Storrs & Bement, Inc.	Boston
Lindenmeyr Paper Co., Inc.	Boston
Carter Rice Storrs & Bement, Inc.	Springfield
Carter Rice Storrs & Bement, Inc.	Worcester

MICHIGAN

Butler Paper Company	Detroit
The Union Paper & Twine Company	Detroit
Central Michigan Paper Company	Grand Rapids
The Union Paper & Twine Company	Jackson

MINNESOTA

Carpenter Paper Company	Duluth
Butler Paper Company	Minneapolis
Graham Paper Company	Minneapolis
Inter-City Paper Company	Minneapolis
Inter-City Paper Company	St. Paul

MISSISSIPPI

Graham Paper Company	Jackson

MISSOURI

Butler Paper Company	Kansas City
Graham Paper Company	Kansas City
Midwestern Paper Company	Kansas City
Butler Paper Company	St. Louis
Graham Paper Company	St. Louis
Butler Paper Company	Springfield

MONTANA

Western Newspaper Union	Billings
Yellowstone Paper Company	Billings
Ward Thompson Paper Company	Butte

NEBRASKA

Western Newspaper Union	Lincoln
Western Paper Company	Omaha

NEW JERSEY

Lindenmeyr Schlosser Co.	Newark

NEW MEXICO

Butler Paper Company	Albuquerque
Graham Paper Company	Albuquerque

NEW YORK

The Hudson Valley Paper Company	Albany
The Alling & Cory Company	Buffalo
The Union Paper & Twine Company	Buffalo
The Alling & Cory Co., Miller & Wright Paper Co.	New York City
Bulkley, Dunton & Company	New York City
Lindenmeyr Schlosser Co.	New York City
Marquardt & Company, Inc.	New York City
Nelson-Whitehead Paper Corp.	New York City
The Alling & Cory Company	Rochester
The Alling & Cory Company	Syracuse
Troy Paper Corporation	Troy
The Alling & Cory Company	Utica

NORTH CAROLINA

Henley Paper Company	Asheville
Caskie Paper Company, Inc.	Charlotte
Charlotte Paper Company	Charlotte
Henley Paper Company	High Point
Epes-Fitzgerald Paper Company	Raleigh

NORTH DAKOTA

Western Newspaper Union	Fargo

OHIO

The Chatfield Paper Corporation	Cincinnati
The Cincinnati Cordage & Paper Co.	Cincinnati
The Diem & Wing Paper Company	Cincinnati
The Whitaker Paper Company	Cincinnati
The Central Ohio Paper Company	Cleveland
The Union Paper & Twine Company	Cleveland
The Central Ohio Paper Company	Columbus
The Central Ohio Paper Company	Dayton
The Cincinnati Cordage & Paper Co.	Dayton
The Central Ohio Paper Company	Toledo

OKLAHOMA

Graham Paper Company	Oklahoma City
Beene Paper Company	Tulsa

OREGON

Fraser Paper Company	Portland
West Coast Paper Company	Portland

PENNSYLVANIA

Garrett-Buchanan Company	Allentown
Lehigh Valley Paper Corporation	Allentown
The Alling & Cory Company	Harrisburg
Bock Paper Company	Harrisburg
Garrett-Buchanan Company	Lancaster
Garrett-Buchanan Company	Philadelphia
J. L. N. Smythe Company	Philadelphia
D. L. Ward Company	Philadelphia
The Alling & Cory Company	Pittsburgh
The Chatfield & Woods Co. of Pa.	Pittsburgh
Garrett-Buchanan Company	Reading
Elm Paper Company	Scranton

RHODE ISLAND

Carter Rice Storrs & Bement, Inc.	Pawtucket

SOUTH CAROLINA

Palmetto Paper Company	Columbia

SOUTH DAKOTA

Sioux Falls Paper Company	Sioux Falls
Western Newspaper Union	Sioux Falls

TENNESSEE

Graham Paper Company	Chattanooga
Sloan Paper Company	Chattanooga
The Cincinnati Cordage & Paper Co.	Knoxville
Graham Paper Company	Knoxville
Graham Paper Company	Memphis
Graham Paper Company	Nashville

TEXAS

Graham Paper Company	Amarillo
Graham Paper Company	Dallas
Southwestern Paper Co.	Dallas
Graham Paper Company	El Paso
Southwestern Paper Company	Ft. Worth
Graham Paper Company	Houston
Southwestern Paper Company	Houston
Graham Paper Company	Lubbock
Graham Paper Company	San Antonio

UTAH

Western Newspaper Union	Salt Lake City

VIRGINIA

Caskie Paper Company, Inc.	Lynchburg
B. W. Wilson Paper Company	Richmond

WASHINGTON

West Coast Paper Company	Seattle
McGinnis Independent Paper Co.	Spokane
Allied Paper Company	Tacoma

WEST VIRGINIA

Copco Papers, Inc.	Charleston
The Cincinnati Cordage & Paper Co.	Huntington

WISCONSIN

Standard Paper Company	Appleton
Steen-Macek Company	Green Bay
Standard Paper Company	Madison
Bouer Paper Company	Milwaukee
Standard Paper Company	Milwaukee
Standard Paper Company	Wisconsin Rapids

EXPORT AGENTS:

Bulkley, Dunton Paper Co., S.A.	New York City
Castex Paper Export Co.	New York City
Champion Paper Corporation, S.A.	New York City
Silleb, Inc.	New York City
Pamco Incorporated	San Francisco

CANADIAN AGENTS:

Barber-Ellis of Canada, Ltd.	London, Ontario
Clark Papers, Ltd.	Calgary, Alberta
Smith, Davidson & Lecky, Ltd.	Calgary and Edmonton, Alberta
T. B. Little Papers, Ltd.	Montreal, Quebec
McFarlane Son & Hodgson, Ltd.	Montreal, Quebec
Whyte-Hooke Papers, Ltd.	Toronto, Ontario
Wilson-Munroe Company, Ltd.	Toronto, Ontario
Coast Paper Company, Ltd.	Vancouver, B. C.
Mid-West Paper Sales, Ltd.	Winnipeg, Manitoba

This insert is printed on Beckett Offset, Pink, 80 lb. sub., in our new Satin Shell finish. Note its velvety texture. It has the printability of an uncoated paper, yet the sheen of a fine coated paper. It has exceptional folding qualities and resistance to smudges and fingerprints.

Satin Shell is carried in stock; minimum order, 1 carton. Ask your nearby Beckett merchant, listed above, for complete Satin Shell sample swatch.

attempt to stir the imagination and rouse the appetites of our readers. In every piece of copy we decide also on the healthfulness of Old Homestead in order to strengthen the copy with reference to children.

■ To stimulate apple butter consumption further we decide to include in every advertisement one or more recipes for tarts, pies, etc.—all dishes that require the use of apple butter as the main ingredient.

This copy plan seems to measure up perfectly with our objectives. It should stimulate consumption and it should operate effectively against competition. With this appeal it ought not to be difficult to tempt present apple butter users to give Old Homestead a trial.

The writer, before he puts pencil to paper, should have in mind a clear picture of exactly what he expects to accomplish with the advertisement he is about to write. He should know exactly what effect he wants to produce. He cannot decide on his beginning until he has determined his end. His topic idea, his central theme should be shaped to fit his predetermined end. His copy, from first to last, should progress surely toward his goal. Says Arlo Bates, "Unless the writer is clearly and strongly conscious of a defined purpose, the best he can do is present to the reader a number of thoughts more or less closely related but which can have serious and organic continuity only by some miracle of the doctrine of chance." #

Tips for the Production Man . . .

Some Good Things in Small Packages

By Kenneth B. Butler

Just about everyone in the graphic arts industry knows, or should, that the T. J. Lyons Press, 4 Brighton Ave., Allston 34, Mass., is a remarkable institution, and probably the most complete existent source for old fashioned typefaces and the ilk.

Mr. Lyons' type cases contain some 2,000 or more type fonts from the ostentatious 1840-1890 period, together with hundreds of old cuts in wood and copper, borders, ornaments, and related miscellany.

I was reminded of the fact this week when I received a copy of a magnificent little booklet, titled "Americana Alphabet," published by Lyons and illustrating a tantalizing handful of the impish initial letters, borders, ornaments, and typefaces in the collection. Using a diminutive 4x5" page size, he has put together a real charmer, and, perhaps more to the point, a stimulus to the imagination.

It is, I believe, no accident that we are seeing more of this type of material in commercial publishing and advertising. One has only to leaf through a booklet of this type to be convinced that we have been living in an era which insisted too strongly on the crude, blatant simplicity of the Gothics, and that there is still room for the re-introduction of charm.

It has long been my contention that a type specimen book tells a great deal about the printer or typesetter it represents. . . things like taste or lack of it, craftsmanship or its opposite, originality and creativity as opposed to the obvious and outdated.

Perhaps the cutest (a type specimen book cute?) I've ever encountered is one just received from the Leslie E. Loysen Co., 18 Lansing St., Rochester, N. Y.

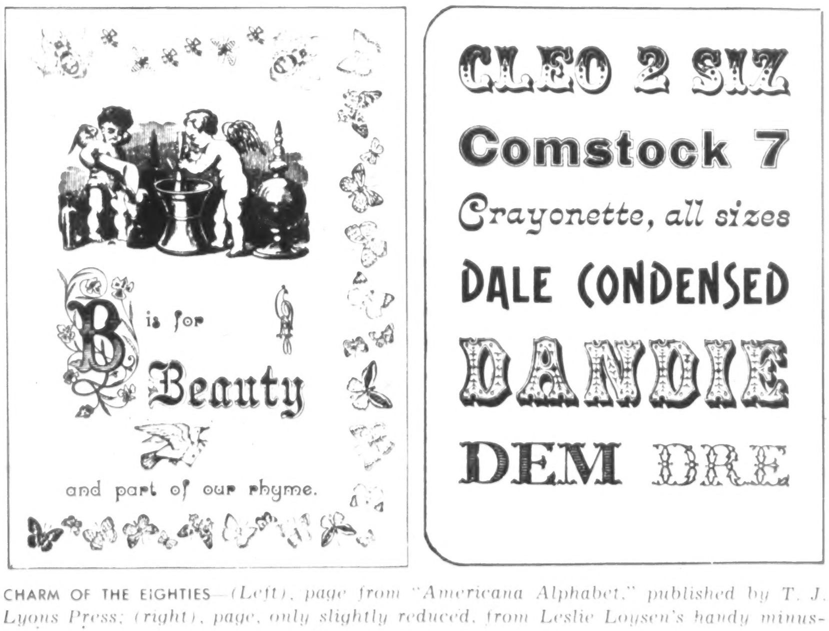
Actually it's not just a type specimen book because about half of its 32 pages plus cover is devoted to a 202-year calendar and other "almanacky" tidbits.

The other pages, however, contain one-line showings of 86 of Loysen's interesting typefaces, and I must say it's a most impressive assortment. . . there's not a line of Stymie or Coronet to be seen, either!

But the most distinctive feature of this edition is its page size . . . $2\frac{3}{4}$x$3\frac{1}{2}$. Inches, that is. The kind of thing you can slip into a cigaret pocket, and always have at your fingertips. A first-rate idea, this.

* * *

At the other end of the spectrum is a new type specimen book offered by one of the nation's largest typographers, which runs to 1,510 pages in two volumes in order to show the firm's complete range of more than 1,000 faces. It is priced at $200, although the ad states that the amount will be refunded if your purchases during the year reach $3,000. Oh well. #



B is for Beauty

and part of our rhyme.

CLEO 2 SIZ

Comstock 7

Crayonette, all sizes

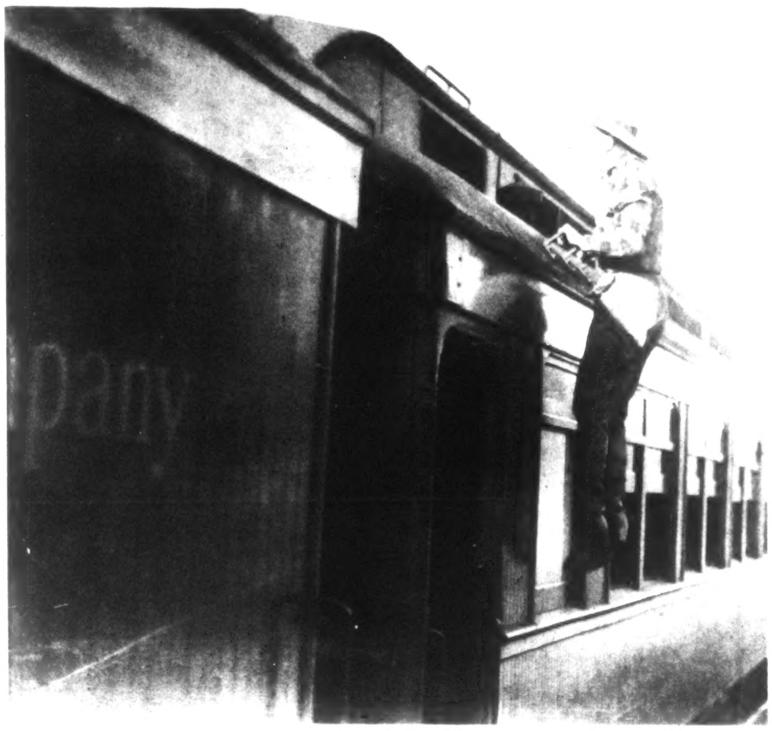
DALE CONDENSED

DANDIE

DEM DRE

CHARM OF THE EIGHTIES—*(Left), page from "Americana Alphabet," published by T. J. Lyons Press; (right), page, only slightly reduced, from Leslie Loysen's handy minuscule type specimen book.*

What They're (Really) Saying . . .



By W. H. Everett

"C'mon down, Charlie—I found us a seat in the bar car."

Learning from the Retail Ads . . .

The Ad That Says: 'There's No Such Thing as Competition'

By Clyde Bedell

If you had a business in a place where everybody loved milk chocolate, and you had no competition from other sweets, or other industries, or other products, this would be a good ad for you to run.

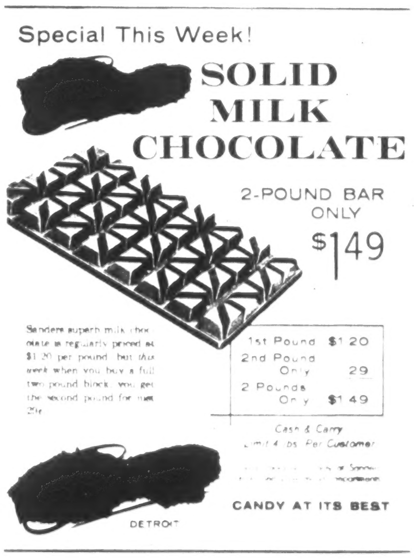
It will sell "milk chocolate" to many whose taste buds start working at mere mention of the term.

But people who will buy as soon as an item they like is mentioned at a bargain, are *few* compared with those who can be wooed and won with the magic of the right words.

■ Actually, advertising like this is not advertising. It is simply posting an availability where those who want to buy may see the notice and come buy. Many people will buy—but this ad didn't *sell* them. It only notified them. No selling ever occurs unless benefits—which are the only sales appeals—are mentioned. For selling is the art of inducing or persuading someone to exchange something he has for something else. And no one is ever persuaded to give up one thing for another (even an idea) unless he feels it is to his advantage to do so. This is strong language—but it stands up.

If you have ever heard someone who loves good candy talk about milk chocolate, you'll recognize instantly that there is a vast difference between proffering milk chocolate and selling it.

No doubt many people responded to this ad. That doesn't prove the ad was good.



Special This Week!

[redacted]

SOLID MILK CHOCOLATE

2-POUND BAR ONLY

$1^{49}

Sanders superb milk chocolate is regularly priced at $1.20 per pound, but *this week* when you buy a full two pound block, you get the second pound for just 29¢

1st Pound	$1 20
2nd Pound Only	29
2 Pounds Only	$1 49

Cash & Carry

Limit 4 lbs. Per Customer

[redacted]

DETROIT

CANDY AT ITS BEST

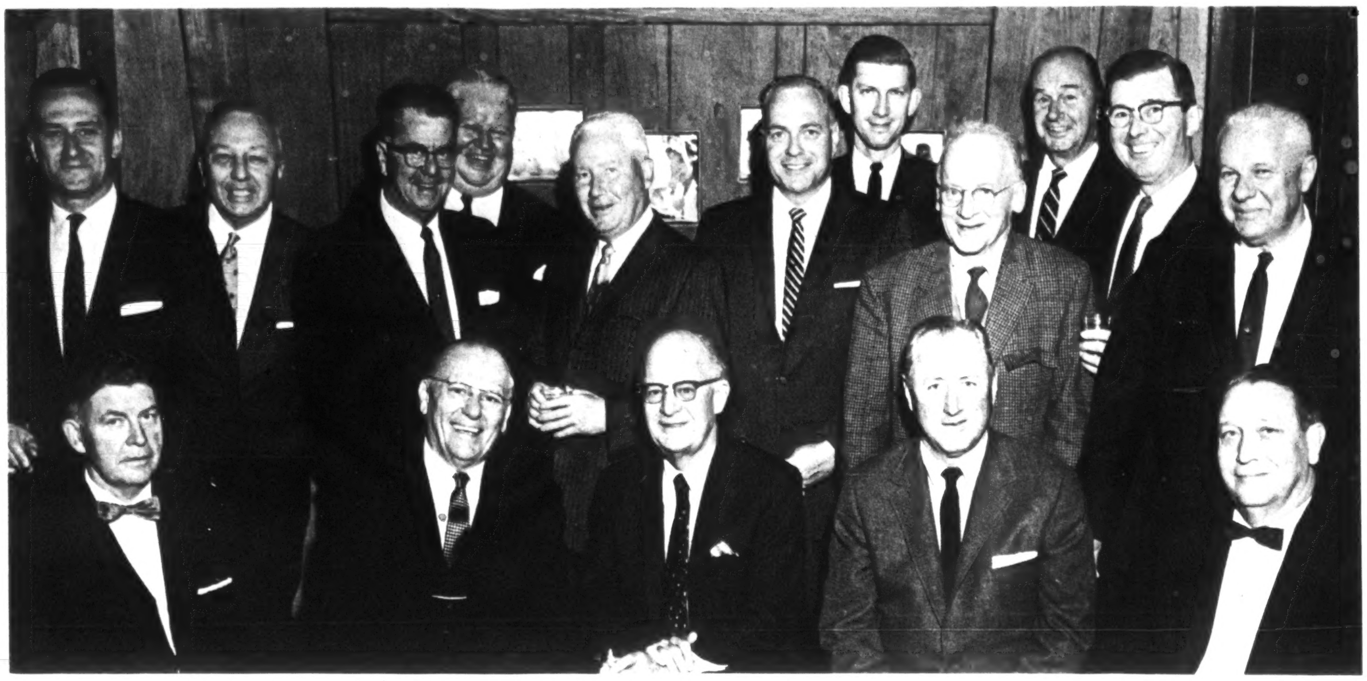
It only proves that many people are susceptible, and that if they responded to this, far more would have responded had the store known how to use words to whet desire—to develop—to exploit desire.

Perhaps this store gets all the volume it wants with halfway ads.

It could get lots more with complete ads—with ads that use the great headline ingredients, interesting carbonated copy, and adequate and professionally-selling copy. #

PHOTO REVIEW

SERVICE—*Charles M. Reesey (right), Cincinnati Milling Machine Co., receives the first annual "certificate of merit" for service to the Cincinnati industrial advertisers from Samuel Schindler, Schindler-Howard, and vp of the club. Edward Hodgetts, Cincinnati Gas & Electric Co., and president of the club, stands between them.*



Phillips Epstein Bradfute Heldman Johnson Mattern Gordon Stevenson Leininger Cullinane Wenck

Beatty Stahl Bell Rayen Rees

ALUMS—*The Franklin Bell Alumni Assn. gathers for its 20th annual luncheon. Each of the alums worked with Frank Bell while he was director of advertising of H. J. Heinz Co., a post he held for 28 years. Pictured in the front row with Mr. Bell, now a partner in Bell & Peabody, are the four founders of the group: Perc Beatty, media director of Maxon; Fred Stahl of Kelly-Smith; Jim Rayen, account exec of Ted Bates & Co.; and Jack Rees, exec vp of Compton Advertising. Grouped behind them are Jack Phillips, account exec of McCann-Erickson; Joshua Epstein, account exec of Doyle Dane Bernbach; Fred Bradfute, president of Bradfute Corp.; Philip Heldman of Maxon Inc.; Homer Johnson, board chairman of Snyder & Black & Schlegel; Charles Mattern, ad manager of McCormick & Co.; James Gordon, ad manager of H. J. Heinz Co.; Lionel Stevenson, retired; Allison Leininger, exec vp of Parents' Magazine; Michael Cullinane of Union Central Life Insurance Co.; and Frederick Wenck of Farm Journal.*

Kaonohi Kotzer Scriff Diamant Del Barrio Friedman

SOFT SELL—*How to get buyers to the showroom during Shoe Week in New York? Desco Shoe Corp. has found the answer to be simply "pretty girls and good food." For the past three years, it has offered the lure of a luau served by Hawaiian girls—and strangely the showroom is packed everyday around noon and 5 p.m. Lining up for leis, dispensed by Nani Kaonohi and Maheanani Del Barrio, are Fred J. Diamant, Desco president; Leon A. Friedman, head of the agency which handles the Desco account; Jerry Scriff of Shoe Corp. of America; and S. R. Kotzer of Federated Department Stores.*

A GREAT SCOTCH
A GREAT VALUE

Gruenwald Eaton Rothbardt

BAGPIPE SERENADE—*Richard C. Eaton, manager of Holiday's Chicago office, pipes up some business on his bagpipes at a regional Gilbey's Spey Royal sales meeting. Among his listeners were A. Martin Rothbardt, advertising director of James B. Beam Distilling Co., and George H. Gruenwald, vp and account supervisor, North Advertising. Mr. Eaton opened the meeting with a selection of Scottish bagpipe music.*

Wilson Rintelen Pollard Brown Baker Clee Carberry Balleste Ahlgren Palshaw Perez

INTERNATIONAL MEET—*An international advertising workshop sponsored in New York by the Assn. of National Advertisers brought out John H. Wilson and Joseph Rintelen, Coca-Cola Export Corp.; Braxton Pollard, Monsanto Chemical; Albert Brown, Best Foods; Edgar R. Baker, Time-Life International; Gilbert Clee, McKinsey & Co.; Gordon Carberry, Campbell Soup; Ernesto Balleste, Gillette Co.; Herbert Ahlgren, ANA; John Palshaw, International Nickel Co.; and Manuel Perez, Miles Labs Pan American.*

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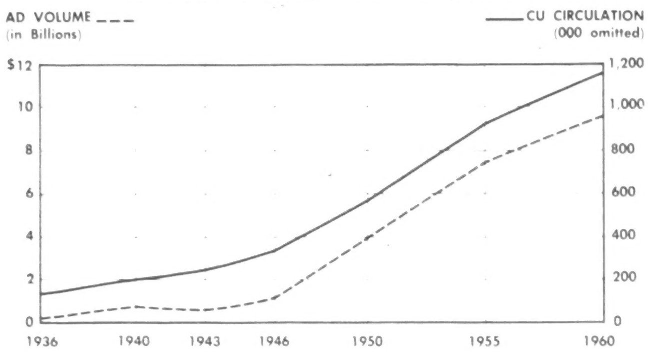
WE APPRECIATE YOUR PATRONAGE
counter force
Woman's Day

The tremendous strength of Woman's Day. ❧ It moves 5,000,000 women into more than 16,000 supermarkets each month. ❧ Where else can 5,000,000 women find service that's so practical, so usable? ❧ Where else can retailers get this traffic-building, sales-stimulating action? ❧ Where else can grocery product advertisers get this national coverage of customers with "checkout-counter" impact?

The force of Realism in the woman's service field Woman's Day
A FAWCETT PUBLICATION

CU, Advertising Climb Together



As Advertising Grows, So Grows Consumers Union, Now 25 Years Old

After World War II, Organization Was 'Kicked Into Middle Class'

By Milton Moskowitz

MOUNT VERNON, N. Y., May 23—To many people in advertising, Consumers Union, publisher of "Consumer Reports," represents "the enemy."

"Consumer Reports" is celebrating its 25th anniversary this month with a 100-page issue—and messages of congratulations have been pouring into CU headquarters here. Congratulations have come from college campuses all over the country and from high government officials in Washington—President John F. Kennedy and Federal Trade Commission Chairman Paul R. Dixon, for example.

■ Nary a one, however, has arrived from Madison Ave., which generally regards CU as a thorn in the side of advertising—a pesky sniper trying to undermine sales campaigns—although many a manufacturer has jumped with glee at a favorable recommendation in "Consumer Reports." (Some manufacturers have been so charged up by favorable mentions that they have rushed into advertising with the news—and CU's files are thick with records of successful legal actions taken to prevent companies from using CU recommendations.)

The antipathy between Madison Ave. and CU exists despite (or maybe because of) evidence indicating that the fortunes of both are linked in what looks like a quasi-umbilical-cord relationship that might be expressed as follows: As advertising volume goes, so goes the circulation of "Consumer Reports."

■ Between 1950 and 1955, U. S. advertising volume expanded by 60%; and so did the circulation of "Consumer Reports." Between 1955 and 1960, ad volume increased by another 25%—as did the circulation of the CU monthly publication.

Dr. Colston E. Warne, the Amherst economics professor who has been president of CU since its formation in 1936, concedes this relationship, speculating that "we are probably a reflex action" to the expansion of advertising and sales promotion activity.

Certainly, advertising is much on the mind of CU, which is the nation's largest product testing organization. Hardly an issue of "Consumer Reports" goes by without some mention (usually disparaging) of advertising, and Dr. Warne has berated his academic colleagues for failing to pay enough attention to advertising.

In a talk delivered last year at Otterbein College, Dr. Warne called advertising "a mechanism clearly deserving of attention, if only because of its magnitude," and he added: "We cannot put it out of existence by our neglect. We need more economists, sociologists and anthropologists to undertake work on the nature of consumer choice, on the impact of advertising on consumer attitudes and behavior . . . I would urge that we treat advertising as an industry which has a value product equal to all of the cereal crops of the nation . . . Advertising is now in our living rooms and should be better handled in our economics textbooks. Let's face it."

■ CU made its most recent appraisal of advertising in last January's "Consumer Reports," when it printed a letter from an aggrieved advertising man who accused CU of portraying admen as "all witch doctors, pitchmen and frustrated confidence men."

CU replied as follows:

> In the field of advertising, good boys make very good copy—would there were more of them. CU's attitude toward advertising can be summed up this way: Advertising is a communications technique, a channel. It is not the technique itself but the way it is used that is significant.
>
> Since World War II, the advertising industry, itself, has forsworn finding its first justification in being "the cheapest, most efficient method of getting this message across." Today the cost of advertising is justified in terms of "adding value to the product" through the addition of *belief* in the product's claims.
>
> Since the consumer pays for all of the cost involved in the production and distribution of the product he buys, the entertainment seen on television is not free but financed by the purchasers of the product promoted by the sponsor. Advertising does not lower the cost of any of the media it uses, but simply shifts that cost from the medium to the product. As a matter of fact, there are no conclusive data that for the economy as a whole advertising increases significantly the over-all effective demand for consumer goods. That advertising may increase the demand for a given brand is obvious enough, but it is equally obvious that the bulk of it serves far more to shift demand from one brand to another rather than to increase total demand.
>
> All this is not to say, however, that advertising has no value to the consumer. Information about goods is important, when that information is complete and correct. Furthermore, such information provides the basis for a rational allocation of family resources (when it is complete). The potential usefulness of advertising lies in its function as a source of news about new products, new uses, price changes, new outlets, and techniques for care and maintenance. This usefulness is not subject to question by us at Consumers Union, who are dedicated to the proposition that consumer information is a vital need in a complex economy, such as we have today.

■ Today's "complex economy" obviously has proved to be more nourishing soil for CU than the depression-ridden economy which spawned it. In its early days CU looked for support in the labor unions and consumer co-op movement. A circulation of 20,000 was attained in the first year, and this rose to a peak of 70,000 before World War II started. Labor union members never showed much enthusiasm for CU.

In the postwar years, as the U. S. economy exploded in a profusion of consumer goods, the circulation of "Consumer Reports" skyrocketed from 100,000 to more than 950,000, and CU found itself "kicked into the middle class," as Dr. Warne puts it. CU's audience today is a far cry from what was envisioned in 1936. The median income of CU subscribers is $9,000, three out of four have gone to college and 98% own automobiles.

CU still strives valiantly to show how shrewd shoppers can save money (a recent issue of "Consumer Reports" advised readers they could save $200 a year at the supermarket by buying store brands rather than national labels), but it also reviews such "non-essentials" as Thunderbirds, Cadillacs and electric dishwashers.

Which?
TEST
KONSUMENT INSTITUTET MEDDELAR
I QUADERNI DEL CONSUMATORE
Guide to
consumer
CHOICE
Consumentengids
Forbruker-rapporten
Consumer
CAC BULLE

AROUND THE WORLD—*Grouped above are Consumer Reports-type publications now available in 14 countries, virtually all of them started during the 10 years and patterned after the CU book.*

■ The present character of the magazine sometimes worries old-time staffers. While admen may feel that "Consumer Reports" is more of a deterrent than an aid to sales, some CU people are plagued by fears of a directly opposite nature. Mildred Brady, CU's editorial director, recently confessed: "I wonder at times who wants to buy all these products that we report on."

Hugh W. Sargent, assistant professor of advertising at the University of Illinois, published a study of product testing organizations in 1959; he suggested that CU's audience may have changed more than its editors realize. He found that the emphasis among CU members has shifted "from budgeting and thrift motivations . . . to the desire to spend for those commodities which will bring maximum employment in this new leisure-oriented society."

■ One question that has never been fully answered is: How much influence do CU recommendations have on sales?

It seems clear that CU has an intensely loyal following. The shopper armed with model numbers check-rated by CU is recognized as a formidable customer in appliance outlets. Salesmen know from experience that it is difficult to switch this shopper.

Back in 1954, Eugene R. Beem, an economist, estimated that CU "is read regularly by 4% of the nation's spending units which do at least 5% of the total consumer spending." The Beem study concluded—and CU officials generally concur in this opinion—that a favorable recommendation may help a product, but it is unlikely that an unfavorable recommendation will seriously damage a manufacturer.

"Consumer Reports" devotes more attention to automobiles than to any other product classification, but its influence in this area is deemed small. (It should be noted, though, that CU has been a long-time critic of the horsepower race and has consistently given kudos to Volkswagen and other economy cars.) In electrical appliances, its influence is regarded as appreciable. In one category—high fidelity audio equipment—its judgments are believed to exert a make-or-break leverage on the market.

There have been a number of cases where CU ratings have played a leading role in the marketing area. Last year, when Gimbel's sherries were rated on a par with high-priced lines like Harvey's, the department store had difficulty filling the flood of orders. *Fortune*, which presented a rather favorable profile of CU last September, quoted Judson S. Sayre, head of the Norge division of Borg-Warner, as saying that a top rating by CU in 1954 "put us in the washing machine business."

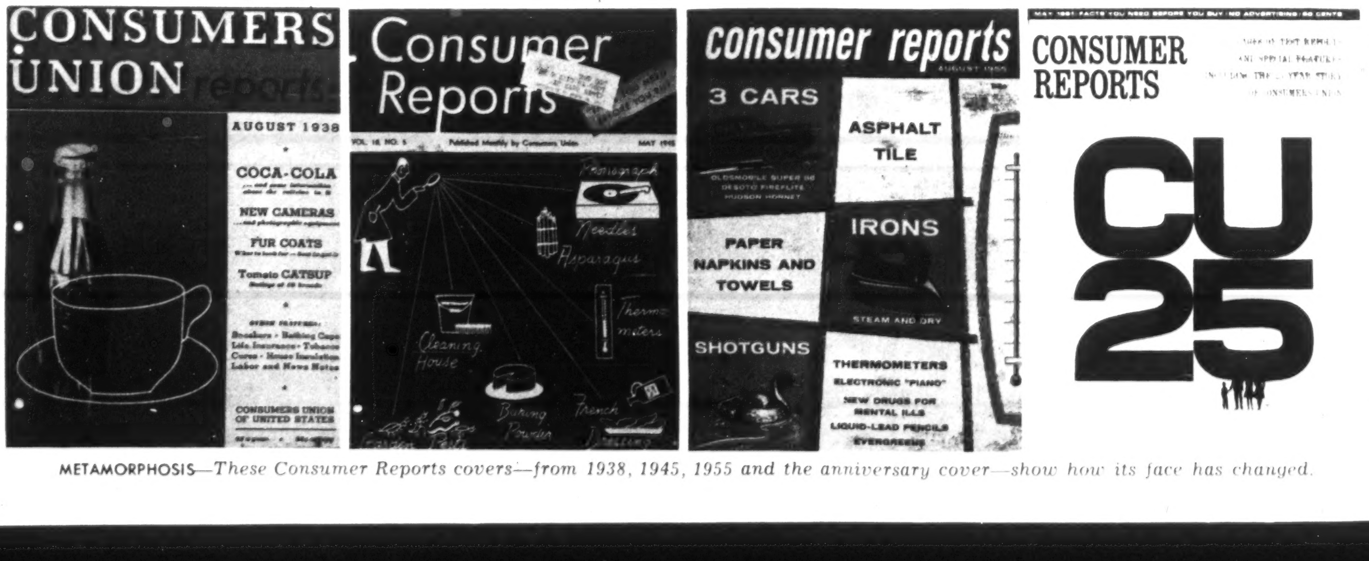
■ Last year, following a top rating awarded to the RCA-Whirlpool dishwasher, consumers stampeded for this brand in such numbers that the company had to double its production immediately to meet demand. In appliance circles, CU is credited with having helped Zenith to overtake RCA in the television receiver market.

In addition, there are undoubtedly product categories—skim milk, high fidelity and vaporizers, for example—which have experienced sharp expansions in volume partially because of the attention CU has paid to them.

CU will frequently single out a product for review simply because it feels "this is a product our readers might like to know about." In these instances, CU *is* serving not merely as a buying guide but a buying *stimulus*. (Note to would-be promoters: CU has a strict rule to return unopened all products sent to it for review.)

■ Every subscriber to "Consumer Reports" automatically becomes a member of CU, entitled to vote in the annual election, and subscription income represents virtually the sole support of Consumers Union. The $5-a-year subscription price has been unchanged for more than 10 years. There are currently some 760,000 subscribers, of whom about 65,000 come in as group subs at $3.50 apiece. Another 150,000 copies are sold on newsstands. Last month's automobile issue achieved the highest sale of any issue in history—963,000 copies.

CU is thus operating on an annual budget of nearly $4,000,000. Its own marketing problems are



METAMORPHOSIS—*These Consumer Reports covers—from 1938, 1945, 1955 and the anniversary cover—show how its face has changed.*

similar to those of other publishers, except that it has no white space to sell. Subscription fulfilment and mailing expenses take 19% of the budget. CU sends out 6,000,000 to 7,000,000 mailing pieces a year and is the second largest user of the Mount Vernon post office (the first is Reuben H. Donnelley). Its renewal rate runs between 50% and 60%.

■ In its early days, CU was blocked from advertising in newspapers and magazines. In 1938, "Consumer Reports" advised its readers that "more than 60 publications have informed us that they will not run our advertising" and "some of them have been frank enough to state why—pressure from advertisers."

Today, CU can place advertising in commercial media—but it no longer wants to. It tried to raise subscribers last year with ads in the *New York Times* and spots on WNTA-TV, New York, with no great success. The best response was 850 subscribers from a *New York Times* ad.

Along with many other U. S. organizations, CU has recently become involved in international operations—so even if an advertiser goes abroad it will not be able to escape CU. Representatives of consumer organizations from 20 countries met in The Hague last year and formed the International Office of Consumers Unions, with Dr. Warne of CU elected the first president.

■ Counterparts of "Consumer Reports" are now published in 14 countries. "Which?," the British publication, has been the most successful. Launched in 1957 by the Consumers Assn. Ltd., it now enjoys a circulation of 200,000.

The international growth of "Consumer Reports"-type magazines is another proof that some degree of economic prosperity is required for an operation of this kind. Many countries—Britain, Sweden and New Zealand, for example—have had strong consumer co-op movements for many years, but it took an expansive consumer goods economy to provide the right conditions for this type of publication.

■ CU, as was noted previously, recognizes the relationship between its growth and the growth of advertising. It recently produced a 26-minute sound movie on its operations, and the case for CU was put succinctly in this opening statement:

"When the American consumer goes to market, he is bombarded with the claims of advertisers—on the air, in the press, from all sides. Often conflicting, these claims range all the way from honest to false . . . but even the most straightforward claims rarely give the comparative facts the consumer needs if he is to choose intelligently."

D. W. Masters

■ The world of advertising and marketing is no stranger to CU staffers. Dexter Masters, the fulltime director of CU, has worked for the organization on and off since 1936, but he previously served as editor of *Tide*, when Raymond Rubicam launched it as an independent advertising magazine in 1930. Mr. Masters, a nephew of the noted American poet, Edgar Lee Masters, was also a *Fortune* staffer before CU was established.

CU's editorial director, Mildred Brady, happens to be another ex-*Tide* staffer. She was managing editor of the magazine before joining CU.

It seems improbable, however, that a love affair will ever break out between Madison Ave. and Consumers Union. This improbability was underlined earlier this year during preparations for the midwinter conference of the Advertising Federation of America in Washington, D. C.

The AFA had invited Dr. Warne to participate in the program, and he had accepted. Arthur G. Fatt, president of Grey Advertising Agency, then wrote to Dr. Warne on behalf of the AFA to point out to him that advertising had recently been subjected to a heavy barrage of criticism and the purpose of this conference was to highlight the constructive aspects of advertising.

Dr. Warne took this communication as an effort to dictate the contents of his talk—and he promptly withdrew from the program. Mr. Fatt replied that he was sorry Dr. Warne felt this way—but he did not re-extend the invitation. #

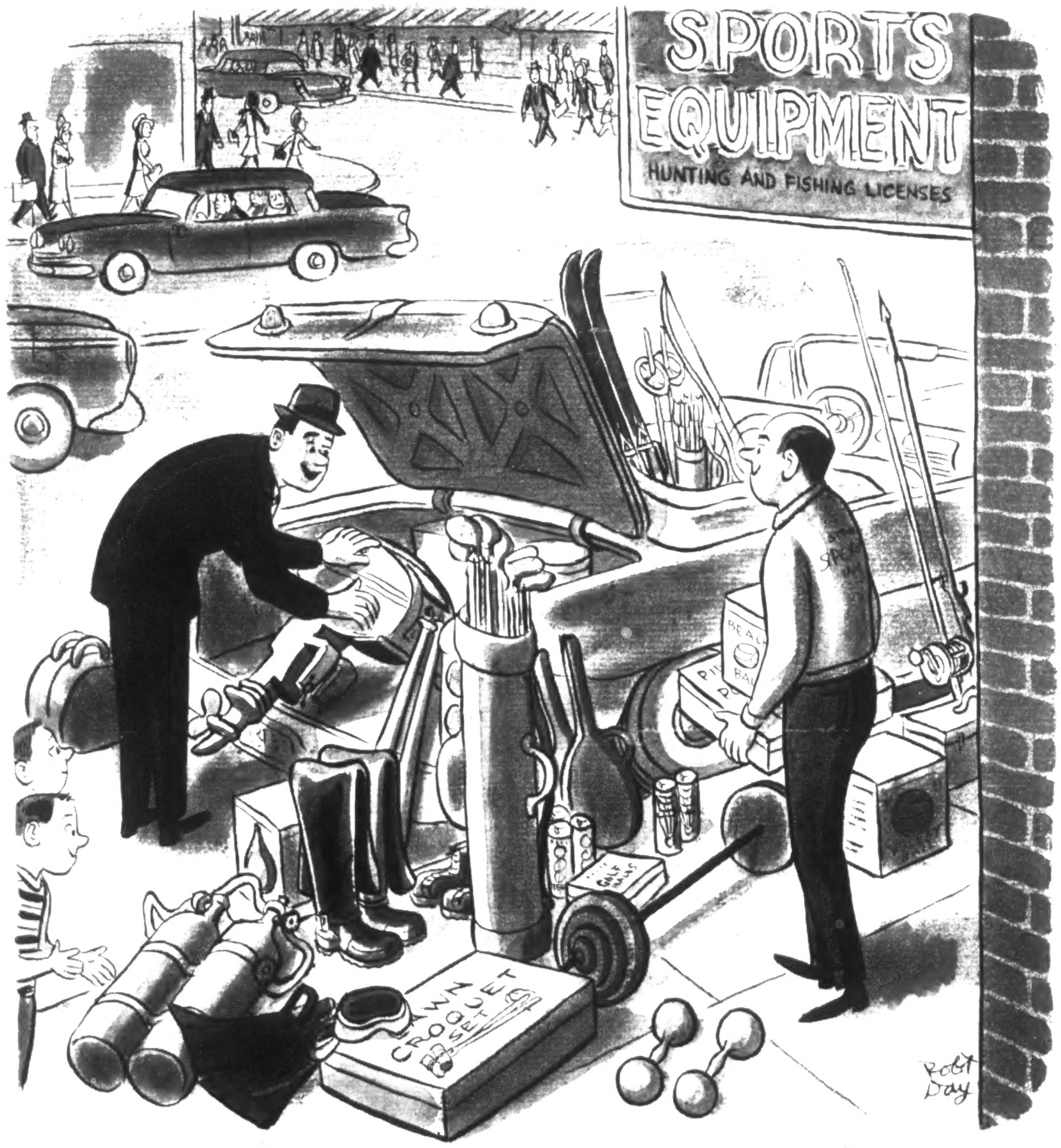
Despite brilliant preparation, adequate appropriation
and skillful publication printing, far too many color
advertisements lack conviction and radiance in illustration, and
often fall short in accurate product identification.

Invest in reproduction security with

HM HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago 13, Illinois

Expert pre-correction in correlation with powderless etching of copper originals

INSIDE SOLID CINCINNATI:



" . . . so when George told me at lunch that we Cincinnati Enquirer families have $600 a year more to spend than the average family, well . . . "

. . . . SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the market-that-matters in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Individual Responsibility Must Lead Collective Action on Ads

To the Editor: First of all, our compliments on the editorial on "Advertising's Public Image" in the May 1 issue of ADVERTISING AGE. The Four A's plan is indeed a most admirable intention and one that will undoubtedly bring action within that organization and perhaps in other groups as well.

We all agree, I am sure, that the challenge of improving the acceptance and image of advertising is one that, as you suggest, requires concerted action by everyone in the industry. There are some considerations though that seem to escape the attention but which really are the basis for whatever successes or failures come to this business we share.

Our image, the image of advertising, wherever and whenever it is measured, is still controlled by what we do and that, of course, is controlled by each of us regardless of our position and responsibility and the extent and the content of our contribution so long as it represents advertising action. All of us favor collective action aimed at re-emphasizing, revitalizing and perhaps to a degree even restoring the dignity of advertising.

But what about the *individual* contribution to advertising? There is, it seems to me, a great and glaring need for the individual acceptance of responsibility by each of us who have our hearts in advertising and, yes, even those who have only their pocketbooks there. I doubt seriously, as important as collective action is right now, that it can ever accelerate advertising's image as directly, as effectively, nor certainly as permanently as can each of us who face up to the responsibility and make our contributions, whether large or small, count *individually* in advertising's behalf.

Surely, we are not naive enough to believe that ours is a goody-goody land. We all recognize that like any other business, ours has some who malpractice, the quacks, and some who just don't care. These are exceptions, of course. But a business comprised of people who are dedicated to bringing out the best in advertising, individually, with proper emphasis, can produce a cleaning action that will soon dissolve those who contribute nothing to the business but unrest.

Which comes first—the image of advertising or the individual's contribution to the image? And if it is the latter, then shouldn't we strike a note to position the image as a personal responsibility and help everyone to recognize that the situation is not going to be changed by some committee action alone, nor is the situation going to resolve itself and simply "go away in the night." Until we do, there may be many who simply wait for the dawn of a new acceptance for advertising, a business dignity and image beyond any that has been known and a cup that runneth over. And while they wait in the wings, the performance goes on day by day, little better than it was the day before.

While we encourage to the fullest, collective action, let's also tailor the responsibility to the individual.

H. A. Harty,
Manager of Advertising and Sales Promotion, Wolverine Tube Division, Calumet & Hecla, Allen Park, Mich.

•

To the Editor: Re: Pros and cons bothering advertising people regarding social validity and an ethic—this is basically simple: Either they conform to this ethic or stop defending themselves.

The need to make a fast buck is understood. The fact that it often gets so tough we have to pander and debase—well, we are all practical and over 16—aren't we?

So why all the books and literature and denials and all that? Either we disdain deception, distortions and equivocal or unsupported claims or we play it to the hilt and let the federal government come in and clamp locks and bolts on all the boys—and then let's see how we like it!

Irving Sherman,
Editor, *Modern Grocer*, New York.

• • •

Retailers Not Set Up for the Home Improvement Business

To the Editor: Your provocative columnist, E. B. Weiss, wrote a piece recently (AA, April 24) entitled: "Expansion Ahead for Service Departments." Much of it makes good sense, as regards trends among his favorite "mass retailers."

However, he's got himself on an erratic orbit when he speaks of home improvements, repairs and new homes. True, both Sears and Wards go in for these services out of many of their stores; and Sears has been very successful in certain phases of the package home improvement business. But it is going to be many a long day before other department stores, supermarkets or discount houses get into this involved business, with its high overhead, technical selling requirements, financing and inventory headaches. Some of these outlets have tried it in the past, only to give it up.

Sears and Wards (to a lesser extent) have *some* of the inventory—particularly for kitchens, bathrooms and exterior repairs—plus the necessary know-how to do a job on certain types of package home improvements. But they are much stronger in "hard goods" than other mass retailers are or intend to be.

Mr. Weiss lists a dozen major types of services that mass retailers either can add or are adding; and he cites one expert who has a list of 69 such services. Anyone familiar both with the complexities of the home improvement business *and* the penchant of mass retailers for fast turnover, self-service and relatively low overhead, would expect that home improvement and repair *services* would be *last* on the list of these 69 services in the plans of these astute merchandisers, whatever starry-eyed publicists may have to say on the subject. It shouldn't be overlooked, either, that home improvement displays gobble up scarce floor space; that home improvement purchases are almost never spontaneous; and that there is little standardization either of consumer requirements or of merchandise in this field.

Mass retailers are noted for their ability to sort out the merchandise categories that are relatively easy to sell; that are readily pre-sold through advertising; that have known prices; that are economical of floor space (either store or warehouse); and that either sell for cash or need no financing other than open credit or budget-type. Home improvement services *strike out* on all these criteria. It would be a most exceptional mass retailer who would "buy" all these headaches on top of the inescapable ones he already has.

As for selling *new* homes, the mass retailer is even less likely to see an opportunity for an extra buck.

J. W. Parshall,
Vice-President and Editor, *Building Supply News*, Chicago.

• • •

Our Market Data Issue Makes a Big Impression

To the Editor: I have just come from that "two-way weather" weekend including more than six hours of doing a *complete* one-by-one checking of 1,600 pieces of market data available from great media as listed in your May 8 edition. In nearly 40 years I have never seen so complete a record of "media sponsored research" to help the advertiser and the agency think and act more accurately in efforts to build a greater United States through building a bigger and sounder business structure, sales and the most vital of all, effective sales communication.

We take this opportunity to extend the biggest congratulations ever to those in media who collectively spent over more than $1,000,000 to create 1,600 pieces to be of service to business and industry and more than that in the time it took to work out ideas, questionnaires and concluding reports.

I have requested 101 of them for our library and clients' use and will keep the issue for the future.

T. Norman Tveter,
Marketing, Research, Media, Adams & Keyes, New York.

•

To the Editor: How do you do it? Congratulations on the May 8 issue of ADVERTISING AGE. It is wonderful. How do you procure all the news items and be so up-to-date in publishing them?

How advertising has grown! I could write a book on my experience in almost 50 years in the advertising specialty and campaign button business. Your publication is the biggest bargain on the market.

A. G. Trimble,
Pittsburgh.

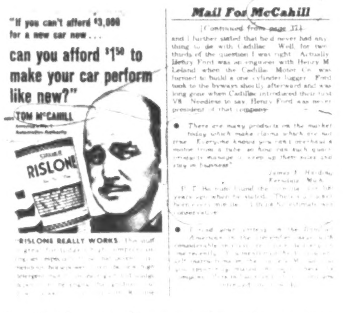
• • •

Peril of Testimonial Ad

To the Editor: After seeing this faux pas, I probably should think of something humorous to write. But Tom McCahill has been made to look so funny already, what more can we add?

This must surely be a testimonial for no more testimonials!

T. F. Keady,
Erwin Wasey, Ruthrauff & Ryan, Houston.



"If you can't afford $3,000 for a new car now . . .
can you afford $1.50 to make your car perform like new?"
—TOM McCAHILL

RISLONE

RISLONE REALLY WORKS.

Mail For McCahill

(Continued from page 37)

and I further stated that he'd never had anything to do with Cadillac. Well, for two thirds of the question I was right. Actually Henry Ford was an engineer with Henry M Leland when the Cadillac Motor Co. was formed to build a one cylinder lugger. Ford took to the byways shortly afterward and was long gone when Cadillac introduced their first V8. Needless to say, Henry Ford was never president of that company.

● There are many products on the market today which make claims which are not true. Everyone knows you can't overhaul a motor from a tube, so how can such quack products manage to keep up their sales and stay in business?

James E. Harding,
Ferndale, Mich.

• • •

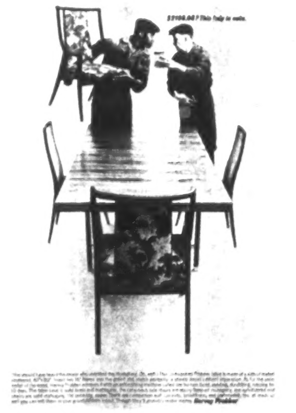
Negro Mover in Furniture Ad Is Bold, Enlightened Stand

To the Editor: Maybe this page ad from the *New York Times Magazine* (May 7) stopped me because I'm in advertising. I think it would have had the same arresting effect were I in some other field. I'm also willing to wager a majority of the magazine's readers found it compelling, too.

It's a fairly simple ad: Two movers, a dining room suite, a plain background, reasonably short copy and a minimum-size logo.

Or is it so simple? One of the furniture movers just happens to be a Negro.

Did this bit of realism—there are Negro movers in our society, just as there are Negro consumers who move a lot of merchandise out of retail stores—help this ad?



I believe it did. And contrary to some rather well-entrenched and often too-automatic thinking in our field—e.g., "It will hurt our Southern market position"—it probably offended nobody or next to nobody.

Members of minority races are used infrequently in advertising, and then almost always as props. The classic exception to this archaic stereotyping rule is the Ohrbach's ad discussed in this column

FOR QUALITY WORK ON
kleen-stik
Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS

In NEW ORLEANS the Must Buy to Sell the Negro is WYLD... Rounsaville Radio

In booming New Orleans 294,700 Negroes—34.1% of the metropolitan population—have $218,483,000.00 annual spendable income. It's definitely a big spending market! You reach it best with New Orleans only full time Negro-Programmed station. Top rated by both Pulse and Hooper (as are *all* the Rounsaville Stations!) Call or write today for the full story on WYLD, and the entire Rounsaville chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

Rounsaville Radio reaches the heart of six major markets with exclusive programming to 1,433,915 Negroes. They have $824,000,000.00—AFTER taxes. Rounsaville Radio speaks to them with believability with Negro talent and personalities. No one does a better job of reaching the Negro than Rounsaville Radio, and a proper part of your budget must go to Rounsaville Radio or you miss this growing market.
ROBERT W. ROUNSAVILLE—Owner-President

Sell the Negro in These Six Big Markets... With Rounsaville Radio
buy one or all—discounts with two or more!
WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually
WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually
WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually
WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually
WTMP—TAMPA-ST. PETERSBURG. 5000 watts. Reaches 129,000 Negroes who spend $66,180,620 annually
KRZY—DALLAS-FT. WORTH. 500 watts. 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods
FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS
ROUNSAVILLE RADIO
ROUNSAVILLE RADIO STATIONS
3220 PEACHTREE RD., N.E. • ATLANTA 5, GEORGIA
Phone CEdar 1-3000
ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l. Rep.
DORA-CLAYTON, Southeastern Rep.

Dec. 8, 1958. It featured three chauffeurs, one of whom happened to be a Negro.

Now, three-and-a-half years later, another advertiser has dared to take a bold and enlightened stand. This doesn't exactly indicate a trend, but it is progress.

Hats off to realistic Harvey Probber. May he sell rooms and rooms full of his furniture.

And may we see, sooner than three-and-a-half years hence, more enlightened advertising.

Murray Gelman,
New York.

• • •

Our Creative Man Puts His Foot in a Shoe Ad This Time

To the Editor: Was Creative Man's foot (or shoe) off base on May 15? In stepping on the Nunn Bush and Florsheim ads from *The Saturday Evening Post*, he states that the asterisk in the headline fails to carry down to a footnote. Without my glasses or a magnifying glass, without seeing the original half-page ads, I can see an asterisk at the beginning of the body copy.

As for the ads showing "unoccupied shoes," is this ". . . unimaginative, dull . . . "? Why? What are these manufacturers selling? Pants cuffs? Stairways? Grass? Perhaps for art's sake, they could be shown in use on a barn floor? It might be different?

Regarding Creative Man's copy criticism—perhaps his corns were bothering him that morning?

Ed Rose,
Jay Victor & Associates, Newark, N.J.

•

To the Editor: Your Creative Man should have his eyes examined. In his criticism of the Florsheim shoe ad he claims that the headline asterisk "does not carry down to any footnote, as asterisks should do."

However, the published ad—even though reduced from its original size—plainly shows an asterisk before the lower right paragraph, preceding the word "New," clearly referring to the headline.

While Creative Man's complaint is baseless in this instance, I'm glad he mentioned the proper use of asterisks, for his comment brought to mind a long-forgotten jingle:

Lucy was a skating champ;
On ice she loved to frisk,
Now wasn't Lucy very brave
Her little * ?

Allen Glasser,
Production Manager, Cantor Publications, New York.

•

To the Editor: In most cases your "Creative Man's Corner" and its comments are fairly well founded, but I'm afraid one of your boys forgot to look at the ad he was criticizing.

To point out, that little six-pointed cluster in the lower right-hand corner of the Florsheim ad is what I've always called an asterisk and the chunk of copy that follows it could safely be called a footnote.

To date, it was my strong feeling that marriage was the only game where both teams could lose, but in this particular case, I think that both Florsheim and the "Creative Man's Corner" took the count.

Ronald Verner,
Advertising Department, Bank of America, San Francisco.

• • •

'Jezebel' Is Trade Name Well Known in Retail Field

To the Editor: Re Clyde Bedell's column in ADVERTISING AGE of May 1, 1961 on the Jezebel foundation garment.

You obviously don't take your column heading seriously, or don't you learn from retail ads. That ad is neither illiteracy nor bad taste. Anyone in this business knows that "Jezebel" is the registered trade name of Renee of Hollywood for this particular garment. And, every good store in the country has advertised it in just this manner and sold thousands as a result.

Most women are more than aware of the history of Jezebel and the suggestion that this garment is a bit daring, more than a little sexy and has a bit of the old girl in it has been an incentive rather than a deterrent to its sale.

Stick around, Mr. Bedell, you can learn quite a bit from retail ads and particularly from women.

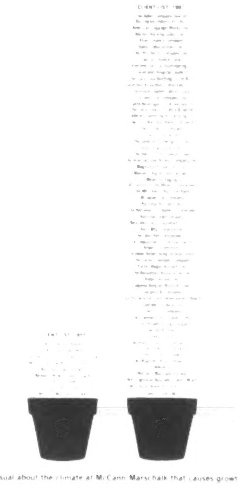
Jane B. Roggers,
Sales Promotion Director, Bonwit Teller & Co., Philadelphia.

• • •

Letterhead Change Gave McCann-M Accounts, He Says

To the Editor: McCann-Marschalk's gain is McCann-Erickson's loss (subtitle: How to rob Peter to pay Paul).

Here's a partial answer to the question posed in the attached ad: All that was required for McCann-M to grow by about a dozen accounts in Cleveland was a change in letterheads from McCann-E to McCann-M. I guess you could call that unusual. I'd call it misleading.


What's so unusual about the climate at McCann Marschalk that causes growth like this

Richard M. Phillips,
Batten, Barton, Durstine & Osborn, Cleveland.

• • •

What's in a Name? Letters, Letters, Letters

To the Editor: Re your May 15 issue on astronaut advertising stop Apologies to Commander Alan Shepard for misspelling his name in the ad we prepared for Sperry Semiconductor. We certainly think Mr. Lucien R. Groof of Groof Associates Alaska is a top flight pr man. We know one opportunity he didn't miss. We never measured sincerity on the basis of spelling before, but will try to be more careful from now on stop His pious comment on crass commercialism leaves us as bewildered as his standards on sincerity. But we can tell from the forcefulness of his language, that he's an authority or something. Again, congratulations Commander Allen B. Shepard Jr., NASA, the electronic and aero space industries for the success of Project Mercury.

Armand-Richards Advertising Agency,
Hackensack, N.J.

• • •

'Freyburger' Is Fryburger

To the Editor: A short time ago [AA, April 24], you documented the work of a class of Professor Vernon "Freyburger" of Northwestern's Medill school of journalism. Since Dr. "Freyburger" is chairman of the department of advertising at Medill, and since he (with C. H. Sandage, of the University of Illinois) is the author of the largest-selling advertising textbook in the world ("Advertising: Theory and Practice"), which is used by over 300 universities, I think that it is only right that you correctly identify him as Dr. Vernon *Fryburger*.

No man in higher education today teaches a better course in advertising. And no man deserves higher recognition for it.

Lewis C. Cady,
Evanston, Ill.

• • •

Tax Policy for Ad Reserves to Be Discussed at AIA Meeting

To the Editor: I am sorry I can't be at your workshop this summer. It certainly sounds interesting.

It made me think of one of our advertising problems that perhaps you could help solve. Advertising in most of its forms is very difficult to store. It is something that is dynamic and living and, once having appeared, has either made some impact or becomes discarded. This is the reason for continuity in advertising and for trying to tell a consistent story.

One thing that has bothered me for many years, and for which I have not been able to find a proper solution or help of any practical value, is the inability to develop advertising reserves. We can build up machinery reserves through a depreciation program, but cannot do this with advertising.

In times of high profit, it would seem reasonable to try to lay aside something in advertising dollars to use in times such as we are presently experiencing, when budgets have been pared down to the bone. Our tax (Federal) policy, of course, prevents this, and I am wondering if you can tell me if any activity is taking place to try to get the government to change this thinking. All we hear about is their attempts to restrict advertising.

Richard S. Hayes,
Director of Public Relations, Okonite Co., Passaic, N.J.

Sporadic efforts have been made to develop an Internal Revenue policy permitting reserves for advertising and the subject is scheduled for discussion at the Assn. of Industrial Advertisers' meeting in Boston in June.

• • •

Perhaps Table Linen Is Optional in This Restaurant

To the Editor: The enclosed ad is fascinating! I have drawn several alternative conclusions concerning the restaurant in which these two gentlemen find themselves:

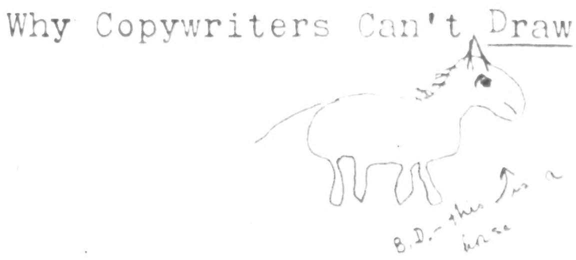
1. The head waiter noticed they were writing on the tablecloth and immediately ordered that covers be removed from the other tables.

2. Normally, no table linen is provided; however, these two fellows have been in this restaurant before, and the waiter placed a tablecloth in order to prevent their making notes on the surface of the table with a pen knife.

3. The restaurant can only afford one piece of linen—these gentlemen were the lucky party.

4. They brought their own tablecloth.

Richard W. Allesee,
General Manager, TP Laboratories, La Porte, Ind.



AA Story Draws Attention

To the Editor: Page 84 of your May 1 issue is proof enough that the amusing cartoon story of Paul Lippman's campaign to join Guild, Bascom & Bonfigli will provoke a rash of replies from frustrated copywriters who always wanted to draw . . . and can't!

As one such, I thought you would be interested in the enclosed mailing piece which our firm, Merrill Kremer Inc., recently produced, and for which I not only wrote the copy but (Oh, glorious day!) actually did the front cover illustration. One look at this cover should convince you that here indeed lies hidden genius.

Robert M. Cooper,
Executive Vice-President, Merrill Kremer Inc., Memphis.

P.S.: "B. D." of course, is the luckless artist. Cover is from my rough "layout."

• • •

Arno Johnson's Free-Spending Philosophy Appalls Adman

To the Editor: It might be considered unseemly for a toiler in the middle echelon of advertising agency management to dispute the economic philosophies of the great Arno Johnson.

It is most discouraging to this observer, however, to discover that a man of Mr. Johnson's eminence and authority has trapped himself in print into over-simplifications and false premises of economic thinking . . .

And yet, Mr. Johnson has expressed an opinion that the way to achieve a robust economy is for consumers to "want and strive for a higher living standard"—in other words, to acquire more loot. This is tantamount to asking that each citizen create his own personal obsolesence cycle . . .

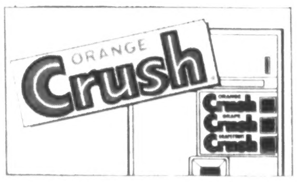
In Mr. Johnson's opiate there is no reference to *savings* and I read no reference to what has become our economy's severest problem—how to increase efficiency of *distribution*.

The still-valid saw that the only way for a person to earn more money is to increase his productivity, really means that he increase his productivity of goods and services that *fulfill a basic need*. The fripperies of producing merely for the sake of increasing plant capacity with the hopeful by-product of increased sales to disenchanted consumers will, in the long term, lead to a debacle of idle plants and impotent capital far worse than 1929.

There is another fallacy in Mr. Johnson's "pie in the sky" platitudes for free spending—and that is the extent that this striving-spending cycle by which Americans are expected to subsidize the economy goes for goods and service that originate in the U.S. What of the many basic commodities purchased by Americans that help to raise the living standard and stabilize the economy of a *foreign* country? What of the many raw materials—such as copper, aluminum, cotton, nitrates (and eventually steel, if the prices keep spiraling) which we require from abroad? If each American family, as Mr. Johnson suggests, increases its expenditures—buying three Volkswagens per year, as a ridiculous example—I can hardly see how this would be a buttress against possible recession . . .

John D. Rich,
Ellington & Co., New York.

Stickin' around WITH kleen-stik®

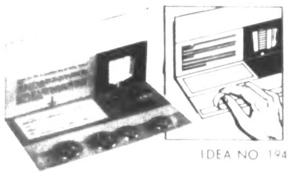


IDEA NO 193

P.O.P. for Pop

Impulse purchases were the target of Marketing Director **Walter Sala** and Adv. Prod. Mgr. **T. Harty** of **Crush International, Inc.** when they created these colorful foil strips to spark vending machine sales. They assigned Chicago silk-screeners **Thad Kuczek, Sr.** and **Thad Kuczek, Jr.** of the **Paramount Co.** to screen the bright enamel colors onto .002 bare metal foil and die cut a tab edge for backing peel away. Kleen-Stik peel-and-press foil made the signs *instantly applicable* to vending machine surfaces without fuss, muss or bother. Sign colors were matched to flavors (orange for Orange Crush, purple for Grape and yellow for Grapefruit) for quick identification of the product.

Two-Way Profit Producer


IDEA NO 194

A unique idea for a double duty self-mailer led **Personal Products Company's** Production Manager **Walt Talan** to use Kleen-Stik's famous *two-sided* Dubl-Stik. When the company wanted to send a 70¢ refund to tryers of their "Jonny" Mop, coins were simply laid on an adhesive strip and the top half of the mailer was pressed over the coins. Thus, the mailer was sealed and coins secured in one easy operation. The mailing piece was printed offset by **Uniman Printers** of New Brunswick, N.J. under the direction of **Joseph Uniman**. Application of the tape to the mailer was supervised by **Joseph Kaye** of **"K" Service** in Newark.

Single-duty, double-duty or more—you'll find all the answers to your trickiest display problems in versatile Kleen-Stik . . . just ask your favorite printer, lithographer or silk-screener . . . or write direct.

WORLD'S MOST VERSATILE SELF-STICKING ADHESIVE

SEND THIS COUPON TODAY FOR FREE IDEA-PACKED BOOKLET!

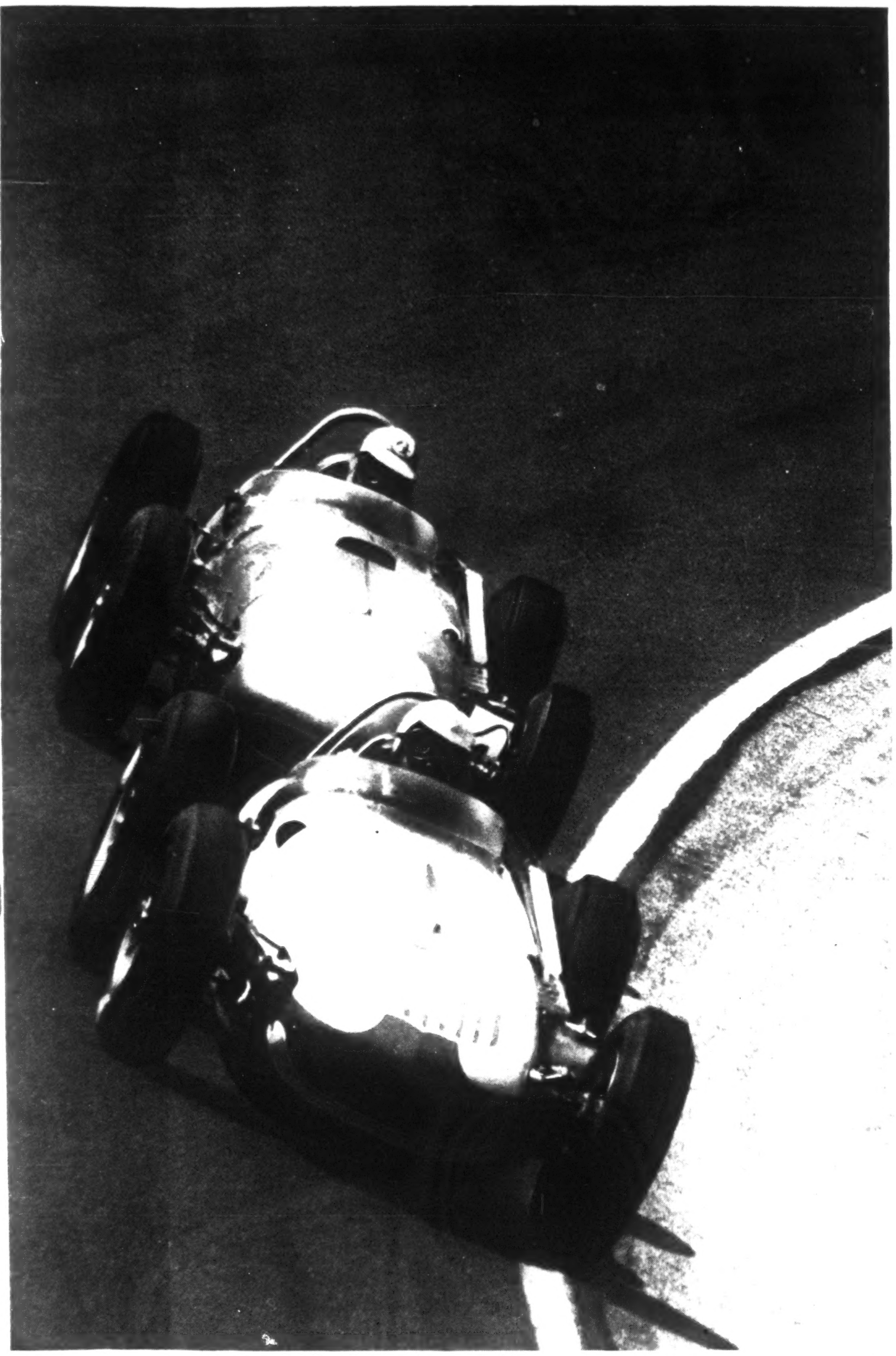
Kleen-Stik Products, Inc., Dept. A
7300 W. Wilson Ave., Chicago 31, Ill.

Send me your free "101 Stik-Triks" booklet and full information about Kleen-Stik Self-Sticking products.

Name..
Title..
Company....................................
Address....................................
City .... Zone State

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

WIN THE BIG ONES



How he won the __big__ one

Jim Rathmann (No. 4) overtakes 1959 champion Rodger Ward to win the 1960 Indianapolis Speedway classic and the $110,000 purse.

UPI

Concentrate where it counts, in the "A" markets

...where 41.1% of new car sales are made

In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The **American Weekly**

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY 65TH YEAR 1896-1961 BEST READ SUNDAY MAGAZINE

Stauffer Labs Names MacManus

LOS ANGELES, May 23—Stauffer Laboratories, slenderizing salon operator, which has been without an agency since the first of the year, yesterday awarded its account to MacManus, John & Adams here.

Appointment of the new agency apparently signals the re-entry of Stauffer into the national advertising race. Last year, Foote, Cone & Belding resigned the business as inactive after ad appropriations plummeted from a high point of close to $2,000,000 in the late '50s to virtually zero in 1960.

Following the FC&B resignation in November, N. W. Ayer & Son handled the account briefly, resigning it in January, 1961, without producing an ad. Stauffer subsequently handled its ad program direct.

According to Ken Lovegren, ad manager for Stauffer, current plans call for a "large-scale test market" campaign in newspapers in various local markets, followed by additional ads in regional editions of magazines.

■ Mr. Lovegren said that while specific advertising plans and approaches are still in the works, the company expects to "double or triple" its current budget of $165,000. About 75% of the expenditure will go into newspapers, with the remainder in regional editions of magazines, he added.

The company has been under fire from the Federal Trade Commission, which had challenged its advertising claims (AA, April 18, May 23, '60). Stauffer's stand, insisting that the ads were truthful, was reinforced when a medical expert for FTC testified favorably on the "energy consuming" factors of the Stauffer unit (AA, April 3). =

Better TV Can Get Sponsors—at Right Price, Collins Told

(Continued from Page 1)

since no sponsor really wants to have his name associated with "unattractive" fare. The question was how to get more quality, non-mass appeal programming into peak viewing periods.

Gov. Collins pointed out that there are already a great many fine things being offered on tv, but he noted telecasters have had great difficulty getting advertiser backing for some of its best efforts.

The sponsors indicated, ADVERTISING AGE was told, that more advertising support would be forthcoming for so-called better programming if the networks and stations take the leadership and set rates that are more attractive. (Many public affairs programs and documentary specials are sold for bargain prices, but there has never been any inclination on the part of networks or stations to standardize lowered time rates for this type of fare.)

Since sponsors must count heads and build on the rock-bottom base of circulation values for the dollars spent, it is up to the networks to share the financial risks of cultural productions, it was suggested. =

B&B Appoints Three

Benton & Bowles, New York, has appointed Mitchell J. Epstein, formerly a copy group head at J. Walter Thompson Co., a vp and creative supervisor. B&B also has promoted Bren Kelley, account supervisor on Kentile floors, a vp. Robert Brooks, an art director in New York, has moved to Benton & Bowles Ltd., London, as an associate director.

Newspapers Are Lively; Not Their Promotion: Hobbs

(Continued from Page 2)

first in the 28th market, first in the ABC city zone, first in the total market.

"Everybody wins!

■ "It's almost as dull as watching the Emmy awards. Or the results of the Mobilgas economy run," said Mr. Hobbs.

"Newspaper promotion insists on covering and recovering old, trite, familiar ground, rather than breaking new ground," he charged. "So much of it clings to the old rules and tried-and-trite formulas and the old headlines and type faces and corny illustrations and stock layouts and stock phrases.

"It persists in playing games, even though this is no time for games. Persists in clutter and clatter. It has ho-hum and here-we-go-again written all over it.

"So much of it isn't really promotion at all. It's habit. It doesn't say anything new or fresh or exciting; it just takes up space and is interchangeable with a lot of other promotion that does the same thing," Mr. Hobbs charged.

He added: "Newspapers at this moment really have the opportunity of their lives to be outstanding.

■ "Why isn't newspaper promotion as good as it could be and should be? I'll tell you why. The same reasons why most national advertising isn't," Mr. Hobbs went on. He scored the dailies for "underrating the intelligence and sophistication and the capacity and the vitality of its audience.

"They keep selling numbers rather than reward. Newspaper promotion hasn't joined the revolution. Maybe you've been so busy you haven't looked up lately. Otherwise, I'm sure you would have noticed that people are one helluva lot smarter than they used to be, and that the age of the common man is over, and the age of the uncommon man has begun.

"That suddenly brains are in. And slobs are out.

"That paperback sales are up 50%. That 'Winnie the Pooh' in Latin sells out faster than they can print it, again and again. And concerts sell out. And so does opera. And the theater. And book clubs are booming. And record clubs are breaking records.

■ "We're on a big, beautiful intellectual binge," said Mr. Hobbs. "This new kind of customer—why don't you stop ignoring him and boring him and start being his friend? Why don't you realize he's sick of the same old stuff, tired of the trite?

"He is wise to the ways of advertising and promotion; he has developed an inner blab-off. Stop being interested in *everybody*, and start trying to clobber *somebody*."

He said promotion men should "sell all the fascination and the color and the excitement of [their] newspaper," and called on them to make it "as original as a Volkswagen ad. Fresh as a Valiant ad. Friendly as a telephone ad. Personal as a stock exchange ad. Inviting as 'Come to Jamaica, it's no place like home.' Distinctive as Qantas or Air France. Irresistible as Polaroid. Clever as Chun King. Simple as 'Have you had your soup today'?"

■ Mr. Hobbs said newspapers' cliché-ridden promotion tactics are up against "the most sophisticated market in America. This is the way you are selling to pros. Selling to people who are besieged with brilliant brochures from other media, people who are constantly going to slick luncheons put on by slick publications." =

Last Minute News Flashes

McKesson's New Norcliff Unit Names Maxon

FAIRFIELD, CONN., May 26—Norcliff Laboratories, a new company formed by McKesson & Robbins to manufacture proprietary drugs, has appointed Maxon Inc., New York, to handle its yet-to-be-announced brands. Maxon has the McKesson account.

Suitt Leaves Lennen & Newell, Takes Revlon Post

NEW YORK, May 26—William W. Suitt, vp and copy supervisor at Lennen & Newell, will join Revlon Inc. June 5 in a major executive position. Mr. Suitt has no immediate title or responsibilities and is expected to spend the next six to nine months in the marketing operations of the parent company and its subsidiaries, domestic and international, before being assigned.

Fritche Resigns from Robert Otto & Co.

NEW YORK, May 26—Stewart L. Fritche, vp and account supervisor of Robert Otto & Co., has resigned after nine years with the agency. Mr. Fritche, who has had wide experience in European advertising, will announce his plans later.

Shell Flashes Speedy Work for Fast Ad Close

NEW YORK, May 26—For Shell Chemical Co.'s X-15 plane ads, running today in about 40 newspapers, Shell's agency, Ogilvy, Benson & Mather, wired the plane's record-setting speed figure to the newspapers as part of the official release. To make sure the dailies used the same type as in the body of the ad, OB&M printed numerical examples of the correct type at the bottom of the release. Plates for the ad were delivered to the newspapers a couple of days before last week's original scheduling of the flight. The ads were cleared through the National Aeronautics & Space Agency, North American "and everybody else connected with the X-15."

McCall's to Take Liquor Ads; Other Late News

• **McCall's** will accept liquor advertising, beginning with its August issue. The magazine, which has been thinking about the move for several years, said it plans to limit such advertising to two pages per issue. *Good Housekeeping* and *Ladies' Home Journal* told AA they have no intention at present to carry liquor ads.

• **Volvo Import**, Englewood Cliffs, N. J., which began an ad push for its Swedish cars last March, has since added Philadelphia, Washington, Baltimore, Chicago, Cleveland, Detroit, Los Angeles, San Francisco, Denver, Portland, Seattle and Phoenix to its effort and expects to be in 24 to 30 markets by the end of the year. Schedules, including varying combinations of spot tv, spot radio and newspapers, usually begin with an initial six to 13 weeks and then are renewed. Sind & Sullivan, New York, is the agency.

• **R. J. Reynolds Tobacco Co.**, Winston-Salem, N. C., has begun a 13-week heavy saturation spot radio effort using minutes in more than 10 top markets for its Salem cigarets. William Esty Co. is the agency.

• **Traffic Service Corp.**, Washington, publisher of *Traffic World*, will launch in October *T&DM-Transportation & Distribution Management*, a monthly serving the physical distribution functions in all industries. One-time b&w page rate will be $800.

• **ReaLemon-Puritan Co.**, Chicago, will introduce Happy Island Punch, a canned drink combining six fruit flavors, in the Chicago area with radio spots in early June and two-color ads in newspapers late in June. Lilienfeld & Co. is the agency.

• **Eldon Industries**, Hawthorne, Cal., has named Kenyon & Eckhardt to handle its account, which the company says will amount to $1,000,000 this year. Finalists in addition to K&E were Cunningham & Walsh and Foote, Cone & Belding. Guild, Bascom & Bonfigli, San Francisco, previously had the account. The company's advertising will be primarily in spot tv.

• **Harrison County Development Commission**, Gulfport, Miss., has named Klau-Van Pietersom-Dunlap, Milwaukee, its agency. The account will be handled in KVPD's Chicago office. The commission has been set up to build an inland waterway between the bays of St. Louis and Biloxi, Miss.

• **A revamped Life**, rumored for some weeks, will make its bow with the June 2 issue. The magazine said the changes involved elimination of the familiar red band at the bottom of the cover, several changes in type face and page layout, and "new groupings of editorial and advertising pages." It added there would be "no solid sections" of advertising or editorial, but that there would be more ads "in the front of the book" than before.

• **International Salt Co.**, Clark Summit, Pa. (Batten, Barton, Durstine & Osborn), will use summer and fall outdoor posters in New York, Buffalo, Boston, Philadelphia, Pittsburgh, Cincinnati and Charlotte. Boston and Pittsburgh will be added to spot radio schedules already running for Sterling salt in Buffalo and Altoona, Pa. Starting June 5, about 12 spots, minutes and 20 seconds, will be run weekly in each market.

• **Procter & Gamble Co.**, Cincinnati, will run 1,000-line b&w newspaper ads for Tide the week of June 12. The ads will appear in nearly every city in the country and feature a 5¢ coupon. In addition, P&G agencies reportedly are checking into hi-fi and r.o.p. newspaper color prices and availabilities for other products.

• **I. Scott Romer**, brand advertising manager of Schenley Import Co., New York, has been appointed advertising and sales promotion manager. He succeeds Bernard Goldberg, who is now exec vp and marketing director.

• **Rock City Tobacco Co.**, Montreal, a subsidiary of Rothmans of Pall Mall Canada, has moved the account of Number 7 cigarets (formerly Black Cat) from Foster Advertising, Toronto, to F. H. Hayhurst Co., Montreal. It is estimated to bill more than $1,000,000. The move concentrates the full Rothman and Rock City lines with Hayhurst.

• **Craftint Mfg. Co.**, Cleveland, maker of artists' materials, graphic art supplies, and hobby and craft sets, has named Carr Liggett Advertising, Cleveland, to handle its account. Formerly handled by Lustig Advertising Agency, the account bills about $100,000.

FTC Examiner Says Rapid Shave Ad Not Deceptive

WASHINGTON, May 26—Federal Trade Commission Examiner William T. Pack today recommended dismissal of the commission's complaint against Colgate-Palmolive Co. and Ted Bates & Co. for Palmolive Rapid Shave Cream's "sandpaper" commercial.

The examiner said the commercial, used in late 1959, essentially "appeared to be little more than a case of harmless exaggeration or puffing." He said the product has sufficient "moisturizing" effect so that it really will shave sandpaper if it is allowed to soak long enough. While a Plexiglass mock-up had been substituted for sandpaper in the commercial, Mr. Pack said this merely reflects the peculiar needs of tv, and that it did not involve any material deception.

■ If his decision stands—and it is subject to review by the five-man commission—it will be the first of FTC's tv "demonstration" cases to go sour.

The complaint was issued in January, 1960, at the peak of the uproar over deceptive tv programming (AA, Jan. 18, '60). Shortly after the complaint was issued, Bates bought full-page ads in Washington, Chicago and New York newspapers, addressed to FTC Chairman Earl Kintner, asking for definitions of misleading, deceptive and dishonest ads.

The Bates ad said at that time that Rapid Shave Cream does shave sandpaper if you let it soak. It contended, "The phrasing in Rapid Shave ads comes under imaginative selling, no more."

■ During hearings in the case, the examiner saw a Bates executive shave sandpaper.

Of 10 major tv demonstration cases lodged by the commission, five terminated in consent orders and were not decided on their merits.

The first hearing case to reach the commission, a complaint against Colgate's Gardol commercials, resulted in a cease and desist order (AA, March 20). In addition to the Rapid Shave commercial three other tv demonstration cases still in hearing include: General Motors and Libbey-Owens-Ford, disparaging competitors through deceptive demonstration of auto window glass; Lever Bros. and Foote, Cone & Belding, Pepsodent stain removing demonstration; and Carter Products and Sullivan, Stauffer, Colwell & Bayles, comparison between Rise shave cream and substance that allegedly isn't a shave cream.

■ In his crisp four-page decision, the examiner said the fundamental question is: Has there been any material misrepresentation? In the present case, he said, it seems clear there has not been.

While he noted that the visual demonstration shows sandpaper shaved easily and quickly with one stroke, the examiner emphasized the use of the word "soak" by the announcer. The word "soak" was not repeated in the second split screen sequence, he said, but this does not seem necessary, since it was used only a few seconds before.

With respect to the Plexiglass substitute used in the demonstration, he said this was necessary because sandpaper does not televise well. To document the fact that FTC permits mock-ups when they are required by technical problems peculiar to tv, he quoted statements of Chairman Kintner, as reported in ADVERTISING AGE, Nov. 23, 1959. =

Delaware Dailies Alter 15% Commission Setup

(Continued from Page 1)

sion, and predicted, "Eventually, this is what all newspaper rate structures will come to."

He said: "We skipped over C-I-D because it's not effective for us. Instead, we chose a plan based on the way retailers use linage. The recent rate confusion among dailies hurried the *News* and *Journal's* decision.

"From a sales standpoint, we're also looking to the plan for ways to create new business never before enjoyed by newspapers.

"Take the automotive industry —Ford, for example. The *News* and *Journal* will be able to coordinate national and dealer funds, and perhaps even promote extra dealer money. Right now there are Ford dealer associations in cities and on state levels—and in some areas they are organized along zone lines. Perhaps now there's a chance for these people to advertise together under a single rate.

■ "We also plan to build new presentations for advertisers with multiple brands—in short, adapt the technique of retail ads to the national picture.

"Another important thing. We're after the co-op dollar that's not being spent, but which, right now, is just lying around," Mr. Story asserted.

He said that other Story, Brooks dailies (the company is listed as having 29) had "watched the Wilmington thing and asked us for progress reports.

"If the plan works out, we'll offer it to all of our papers. But if more dailies went along, they would have to raise their retail rates in order to do so," he pointed out.

Mr. Story said more interest in the *News* and *Journal* plan was heard from other dailies not represented by his company. "Some have gone so far as to check out their potential costs," he added.

■ He said that he did not know how closely agencies had examined the plan. "It hasn't been out long enough for much comment, but a few agency men told me that—because of the C-I-D confusion—they thought it was a pretty good move."

The *News* and *Journal*, he said, expects to boost ad volume under the plan by "selling new ideas and concepts which the equal rate structures permit. It's a chance to get linage we'd never get otherwise."

In 1960, the *News* and *Journal* ran 2,200,000 lines of national advertising and 12,700,000 lines of retail.

Mr. Story said that one major premise of the Wilmington plan is that "a representative's commission had been computed by both the *News* and *Journal* as a cost of doing business—just as papers normally charge ink, paper, and their national and retail staffs to costs.

"We do not think a representative's commission should be figured into a retail-national differential, or added to a rate.

"Technically, only advertising agency commissions should be added to a linage rate," he said, adding that "C-I-D is just a step toward the ultimate reduction of rate disparities."

■ News of the decision by the News-Journal Co. to equate both ends of its linage structure for the morning (*News*) and evening (*Journal*) dailies startled some of the 300 persons attending the NNPA meeting.

The *News* and *Journal* plan's details leaked out at the convention via the dailies' ad director, Harry C. Harbison, who was "simply accompanying our new promotion manager, Richard Shively, to the convention, and meeting with our representative, Story, Brooks & Finley."

Mr. Harbison produced an "interpretive letter" sent from the News-Journal Co. to "thousands of agencies and hundreds of advertisers." It read, in part:

■ "Net general rates now compare equally with retail rates. With this new volume discount rate schedule for general advertisers, we believe we are the first newspaper to completely close the gap between general and retail rates."

The rate table showed (1) an open line rate of 35.7c for national and 36c for retail; (2) for 5,000-7,499 lines, 34c for national or retail; (3) 7,500-9,999 lines, 33.6c national, 33.5c retail; (4) 10,000-14,000 lines, 33.2c national, 33c retail; (5) 15,000-24,999 lines, 32.7c national, 32.5c retail; (6) 25,000-49,999 lines, 32.3c national, 32c retail; (7) 50,000-99,999 lines, 31c national, 30.7c retail; and (8) 100,000 lines or more, 30.7c national and 30.4c retail.

Later it was learned that the newspapers had included a 42c commissionable rate card for agencies. "We gave it to them for their files," Mr. Harbison explained, while repeating again that the net rates reported above were available to advertisers and agencies.

The News-Journal Co. said its general flat rate had been in effect for two and a half years, and "this new rate structure actually means a rate reduction for volume advertisers."

■ It also said it was reducing its color charge by 15%—and that "all of this has been accomplished with a very healthy 5% increase in circulation during 1960, and still climbing."

Mr. Harbison emphasized that the new rate schedule is net. "Advertising agencies may add on their 15%," he said, adding that the 5,000-7,499-line national bulk discount, for example, amounts to 4.8% off the new national open rate and that the 100,000-lines-and-over discount is 14% off the open figure.

He said that anyone—agency or advertiser—would be able to buy direct under the new rates.

■ "We looked around and decided not to get embroiled in the great rate jungle," he said. "Further, we have no intention of getting involved in C-I-D or that other business. Our papers feel that no one should dictate to an advertiser how much he should run, or when.

"Our original retail rate card actually formed our model for the new plan. We saw that the only difference between our retail and national rates was agency commission; hence we were in a position to offer one rate.

"Our retail card previously offered calendar-year volume. But that was it. We'd contracted with each retail advertiser on a simple, constructive basis over the years: Either he was billed at a stipulated rate, and agreed to a short-rate if he used smaller volume; or we'd bill him at the open rate, then rebate at the end of the period.

"But national ad money is just as green as retailers' money. Why a difference in rates?" Mr. Harbison asked.

■ "What's more, it costs more to handle local ad business. We figured that if we handled only national ads, we could operate our production for about 33% less—because most production effort today is directed toward retailers' ads.

"About 95% of our national ads, on the other hand, arrive plated or matted. Look at today's new Alpine ad. We didn't set the type, lay it out, or make the plate. It was *sent* to us. So why can't we afford to sell our national advertising for less?"

■ Other newspapers, however, according to Mr. Harbison, may not be able to follow the News-Journal Co.'s lead with ease. "Some retail rate cards are so jumbled—for example, running 2" for three months at a certain rate—they're confusing. They can't bring them down to simplicity."

He pointed out that the *News* and *Journal* serve "state" markets, and that more competitively oriented metropolitan dailies might find rate-closing more difficult. "At the January convention of the Newspaper Advertising Executives Assn. we saw a lot of interest among newspapers of our type. And there are plenty of them.

■ "What has C-I-D done but confuse people? I don't say we've got the answer. I say we're getting close, that's all. Sure, I know some people will say I'm crazy, and I'll get phone calls and letters wanting information. Let 'em come. I'll answer them. I'm willing to go over our plan with anybody—to talk to groups and travel, if need be."

Mr. Harbison said shortly after the *News* and *Journal* mailed their announcement, he received a phone call from a media director on an automotive account, concerning a 100,000-line contract. "It's not in yet, but we expect it," he said.

■ Steps leading to the *News* and *Journal* plan evolved more from frequent retail increases than from a drop in national. "Our retail was boosted every year and a half, and national went up every two years. Also, when the recent change was made, we had to increase our national line rate by 2c in order to arrive at a net national figure which was comparable with our retail rate.

"Now it's come one, come all," he said.

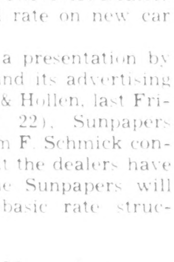
BALTIMORE SUNPAPERS KEEP LOCAL CAR RATE

BALTIMORE, May 26—The Baltimore Sunpapers have rejected a request from the Chevrolet Dealers Assn. for a local rate on new car advertising.

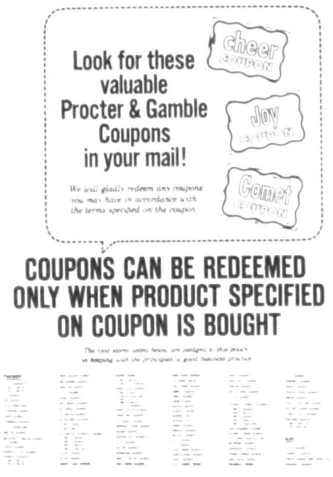
After hearing a presentation by the association and its advertising agency, Kapplin & Hollen, last Friday (AA, May 22), Sunpapers President William F. Schmick confirmed today that the dealers have been notified the Sunpapers will maintain their basic rate structure. #

Gillen Named Managing Director of BBDO Ltd.

William R. Gillen, who moved to London last year after Batten, Barton, Durstine & Osborn opened its first overseas office (AA, March 14, '60), has been appointed managing director of BBDO Ltd. He will report to Patrick Dolan, president of the European BBDO unit. Mr. Gillen has been vp and assistant to the president of BBDO. Before joining the agency in 1947 in Chicago, he had been advertising and pr manager of the old Chicago & Southern Air Lines. He was named Chicago BBDO manager in 1957.



William Gillen



Look for these valuable Procter & Gamble Coupons in your mail!

We will gladly redeem any coupons you may have in accordance with the terms specified on the coupon

cheer COUPON
Joy COUPON
Comet COUPON

COUPONS CAN BE REDEEMED ONLY WHEN PRODUCT SPECIFIED ON COUPON IS BOUGHT

The food stores listed below are pledged to this policy in keeping with the principles of good business practice

PLEDGED—*Procter & Gamble tested this newspaper page in Tucson, Ariz., and Boise, Ida., in an attempt to reduce coupon misredemption. Stores listed were pledged to accept coupons only when proper product is purchased.*

Westinghouse Nears Sellout for Late Night 'PM' Feature

NEW YORK, May 24—"PM East" and "PM West," Westinghouse Broadcasting's new double feature for stay-up-late televiewers (AA, April 10), is sold out, or nearly so, on all five Westinghouse stations.

Produced by WBC Productions, the Monday-through-Friday 90-minute telecast, to be pitted against NBC's "Jack Paar Show," will star tv interviewer Mike Wallace and Canadian import Joyce Davidson in the eastern hour, and *San Francisco Chronicle* writer Terrence O'Flaherty in the western half hour. Starting date for the taped series on Westinghouse stations will be June 12. The show is being offered throughout the country on a syndicated basis.

The good sponsorship picture was due partly to carry-over business from the feature films which currently fill the 11:15-12:45 p.m. period on KDKA-TV, Pittsburgh; WBZ-TV, Boston; WJZ-TV, Baltimore; KYW-TV, Cleveland; and KPIX, San Francisco.

■ In addition to these, there were a number of advertisers already set as charter backers on some or all of the Westinghouse stations. Among them: Kent cigarets (Lennen & Newell); Toni (Clinton Frank Inc.); Fresh deodorant (Daniel & Charles); Philip Morris Inc. (Leo Burnett Co.); Tide (Benton & Bowles); Allstate Insurance (Burnett); and Welch Grape Juice Co. (Richard K. Manoff Inc.).

■ "PM East" and "PM West," a kind of feature of the air, will be programmed around a single theme nightly with interviews, performing guest spots and nonstudio sidebars. Commercials will be inserted locally and rotated throughout the show. There will be four commercial inserts per hour, with each carrying availabilities for two one-minute spots, separated by a 10-second spot. There will be one 30-second station break period during the 90-minute telecast.

Westinghouse has priced the time on its stations at the equivalent of what it has been charging for feature film commercials. #

Fleet Promotes Hill

Harry H. Hill Jr., formerly southwestern division sales manager, has been appointed advertising and promotion manager of C. B. Fleet Co., Lynchburg, Va., pharmaceutical company. O. B. Newton, who died earlier this year, had headed advertising and sales for Fleet.

P&G Tests Ads as Aid in Cutting Coupon Losses

(Continued from Page 1)

purchasing the products specified on the coupons.

But despite persistent mishandling which some observers say is costing grocery manufacturers up to $100 million a year, most manufacturers still rank coupons as one of the better ways to arouse consumer interest in new products or to revive sagging support of older brands. In 1961 they'll again probably distribute coupons with a total value of close to $1 billion.

■ Simultaneously, the larger coupon-using companies are expected to press even harder for improved handling procedures, individually and through trade group action. Much of the activity will center on information programs which attempt to "educate" consumers on the proper uses of price discount coupons.

While side issues are involved in what is a many-splintered problem, the tap root of the problem seems to be deeply imbedded in the attitude of the many consumers who view a price discount coupon as something which can be "spent" in the grocery store the same as actual money. They either don't know or don't care that collecting for a coupon without buying the specified product is completely dishonest.

■ This widespread attitude catches the average grocery operator in the middle. Some grocers obviously don't mind being "caught," because many have encouraged their customers to turn in coupons for cash. Most do mind, and many of them have been successful in getting their customers to understand the necessity for proper redemption. Many other grocers appear to be reluctant to offend their steady customers who don't understand—or don't want to understand—why the grocer says that coupons are good only if the specified product is bought.

P&G, perhaps the largest user of coupons, maintains its strong belief in couponing as a merchandising tool. And the company says it is determined to continue seeking improved redemption through its own consumer education programs and in cooperation with the GMA and the grocery trade.

■ Procter & Gamble in recent months has been moving in several directions in addition to its newspaper test: Educational leaflets accompanying coupon distributions, redemption instructions printed directly on coupons, developing and offering poster material and bag stuffers to dealers, and cooperative efforts with local dealer groups seeking improved handling in their communities.

Most recently, P&G pulled "Li'l Abner" out of Dogpatch and into the educational effort in a cartoon treatment of proper redemption practices. A color strip used in coupon mailings featured a lecture by Mammy Yokum which applied a "cheating" label to redemption of coupons without buying the products called for.

Other educational pieces have featured a "Don't embarrass your grocer" theme, asking consumers not to try to redeem coupons without buying the specified brands.

Meanwhile, Procter & Gamble hopes that other manufacturers will move ahead individually and via GMA toward seeking improvements in what P&G terms "a difficult but not discouraging problem." #

Computers Moving into Media, Research Fields

Machine Won't Displace Man While He 'Continues to Think,' Says Adman

By Robert Heady

NEW YORK, May 23—That quiet clicking you hear is a widespread computer invasion of Madison Ave.

While computers have been used in some accounting and billing departments in the past, the mechanical brains in more recent times have picked up higher IQs and have attained more "sophistication." They are now just about set to take over agency media and research functions.

Most agencies contemplating a change to computers tend to be officially mute about their development, but ADVERTISING AGE found that in many cases the equipment either was being installed or was on order.

■ At least one agency in the Top 10 would prefer "not to upset the apple cart by talking about machines replacing humans in media or research—not now, when we're so close to getting set up."

Computers seem likely to be Madison Ave.'s top topic of conversation as they slowly take over the duties of people in some large shops. Management people tend in two directions about computers. They see their influence as "fantastic," and the man-versus-machine dilemma as "explosive."

Computer makers, however, talk about the advantage of "releasing more people for important creative work in the agency."

For the time being, computer salesmen have romanced only those agencies whose billings soar above $40,000,000. They figure that is the raw-bone minimum a shop needs to make "computerization" economically feasible in media, research, accounting, and billing. They softly mention an "average" selling price of around $500,000, but they plump for rentals ranging from $1,500 to $16,000 a month ("no obsolescence problem that way").

■ The hard core of the computer salesman's story to agencies is that an electronic data processing system will "take the risk out of media buying by trying hundreds of media combinations, electronically—something that's impossible with a normal human complement."

Computer people talk about "sensational results" in tv and radio spot buying, media cost accumulations, advertising-to-sales ratios, more rapid media evaluation, fast audience characteristics breakdowns, and closer financial needlework on over-all budget tailoring.

For agencies whose smaller size forbids high-cost computer use, there are hints of the advent of "computer pools"—independent companies renting their equipment to media and research crews.

■ International Business Machines, which operates its own computer service bureau, said: "It's like a full service laundry. Agencies bring in their pre-coded questionnaires and—whammo!—we knock out 300 to 400 tables in 45 minutes."

On this point—time, not cost—computer makers have also made presentations. Armed with glossaries of computerese ranging from Ramac, Univac, and B-5000 to memory modules, magnetic drums, and peripheral units; they have pointed out that computers can whip through, in about five minutes, a set of media problems that would take a three-man crew a month to solve.

Most agency media men do not argue the point. Thomas McClintock, of the media department of Papert, Koenig, Lois, a $7,000,000 shop which has eyed outside computer use, said:

"Given a situation in which Client Y had a product sold through drug stores and supermarkets—in 10 states with 100% distribution; 30 states with 50%; and 10 states with virtually none—and where the client's wholesale operations consisted of owned-and-operated stores versus rack jobbers, our problem was to discover the amount of duplication between the two.

■ "To make it tougher for the computer, we figured in these factors as well: The product was consumed primarily in the peripheries of urban areas; the appeal was to women, but it cut across all income groups. Also, we wanted to improve the client's product image and distribution in 100 top U.S. areas," Mr. McClintock said.

"Here were the man-versus-machine time differentials for all media:

"Tv spot buys among the 100 markets, including analyzing the nets by corporate earned rates, discounts, and station-by-station flexibilities; inspection of combination daytime tv buys for cumulative audience reading; and a check of net-versus-spot possibilities to set up an ideal buying plan which compared penetration effectiveness and money. Manually, these would have taken a three-man media staff six or seven days to perform," he said.

"The newspaper and magazine segments would have taken seven to 10 days each. We added another seven days for radio, ditto for outdoor, and perhaps a day and one-half for supplements.

"Thus, the human-time total was about a month. A computer, properly programmed, would have returned the answers in six minutes—and typed them out besides," Mr. McClintock said.

Wilson

Cheely

Stewart

Nielsen

Graf

St. Aubin

NIELSEN COMPUTER CONTRACT—*A. C. Nielsen Sr. signs a contract for a $1,200,000 Minneapolis-Honeywell 800 computer. The machine, set for Nielsen's Chicago office in the fall, will compile and analyze consumer sales, retailer purchases, and store inventories by territory, size and type; later it will be used in other Nielsen divisions. Looking on are Ross R. Wilson, C. V. Stewart, and Frank G. Graf of Nielsen, and John E. Cheely and Philip St. Aubin of Honeywell.*

Another agency man, with a shop in the Top 10 that's heavily immersed in broadcast media, looked to computers primarily to discover the advertising dollar's "effect on product sales."

"Let's say we want to invest $6,000,000 over X number of markets, which we attempt to pinpoint," he suggested. "A computer can take all the network shows—as many as 20 for one client—and quickly print a picture of total costs by market areas. It will tell us, too, what would happen if we added or dropped a show; and it will give the answers in terms of dollars and market penetration."

He cautioned, however, that a computer is "no magic box," and that, if computers are to succeed on Madison Ave., "agency departments will have to work together more closely." He said that more meetings among media, research, and accounting people—heretofore conducted only at vp level—would be mandatory.

Computer manufacturers (notably IBM, Remington Rand, Burroughs, and Radio Corp. of America) have told agencies that their machines "unquestionably" can take over all *quantitative* media and research functions. They have also told them that the *qualitative* was another story ("unless it, too, can be reduced to formulas").

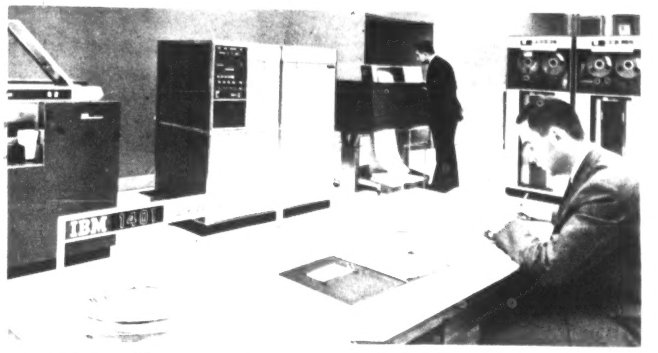
■ "You cannot expect computers to tell you 'prestige' or the 'feel' of media. Nor can you expect answers dependent upon human values," one seller said.

Equally frank has been this unanimous warning: "Unless you are willing to first undergo a thorough 'psychoanalysis' of all internal media, research, accounting, and billing methods, you should forget computers. Such introspection may develop a negative conclusion."

To get set up with a computer system, an agency's entire program must be written and coded, and every contingency outlined in advance. Then, the computer slowly starts to operate parallel with the human steps. This keeps up until, gradually, the specific duties are done by the machine and its crew, alone.

■ Computers can do more than just take over media and research assignments, said another agency man, giving the following example:

"Account executives sometimes spend one-half to two-thirds of their time gathering facts at the agency to support their talks with clients. Often these efforts are hit-or-miss. And when account executives do get to the clients, it usually takes longer to substantiate campaign recommendations when they're not backed up with solid facts.



DATA CENTER—*This is an International Business Machines 1401 data processing system at work.*

■ "Draw your own conclusions," the agency man said.

Some shops, meanwhile, seemed skittish about revealing how far along they were with their computer systems. None has its mechanical brain running at peak efficiency—but only because proper programming takes plenty of trial-and-error (a year or more, in most cases). By summer, though, computers should start paying off in the ad field. Here is the picture to date:

• **Ted Bates & Co.** is one of two agencies with a full-fledged "electronic data processing committee" (Young & Rubicam is the other). The Bates group is headed by Edward F. Andresen, who has emerged as one of the high priests of computation along Madison Ave.

Mr. Andresen, recently named president of a new New York computer-oriented media association, the Advertising Data Processing Assn., said that Bates' timetable shapes up like this:

The agency will make a decision, by December, on which computer it will install. It looks for a 25% efficiency by late 1962, and 50% to 75% efficiency two years later.

Another source said, "Bates is being cautious. Its system will go in sooner."

• **Young & Rubicam** was "up to its hips" working on the agency's computer setup. Y&R installed a Remington Rand Univac last year (AA, June 13), and at the time said the machine "was for 32 accounting operations and to relieve media on estimating and insertion order chores."

Dwight Smith, who is in charge of Y&R's computer, said: "We have been doing a lot of pilot work but have not yet reached a production stage with our Univac." He said it had been a "tough, hard, and interesting year" since the computer was put in.

According to another source, Y&R is "only two or three months away" from mechanizing its media and research. Still another said that Y&R—inside three years—would be able to "eliminate about 40 out of 180 employes—mostly clerical—and save $200,000 a year, assuming each person was getting $5,000 a year."

• **McCann-Erickson**, said one source, previously had a computer schedule "going great guns," under the aegis of a six-man staff. McCann scrapped the idea, however, after members of the six-man team promised to "automate the whole agency." The source pinned the blame on McCann's ill-fated computer venture on "the fact that the agency didn't follow the logical course—by first going through accounting."

• **J. Walter Thompson Co.** reported that computers would "help efficiency, but not replace many people." According to a JWT source, the agency had been using a computer in its Detroit office to "break down media circulation and coverage analysis and to help select tv station lineups." He said computers "give you an opportunity to try more alternatives, and test more combinations."

The JWT man said the agency is "planning to move ahead as soon as we locate the proper equipment."

A source at RCA, however, said JWT was "only two to five months away from media mechanization." RCA is aiming for "the top dozen or so" agencies, he added. It had been plugging the theme that "with computers you can figure profit and loss almost on a campaign-by-campaign basis."

• **Leo Burnett Co.**, Chicago, clamped a tight lid on news about its computer progress, refusing to describe its equipment or how it will be used. However, Burnett has an IBM Ramac 305, and "will be completely set up by June or July," according to one source.

• **Compton Advertising** has started to install a Remington Rand Univac 120. It has used the machine for some billing and paying, and looks to "media and research quantitative analysis within five or six months."

• **Foote, Cone & Belding** has an assortment of Remington Rand tabulating and calculating equipment in Chicago, which it uses for bill

(Continued on Page 80)

Computers . . .

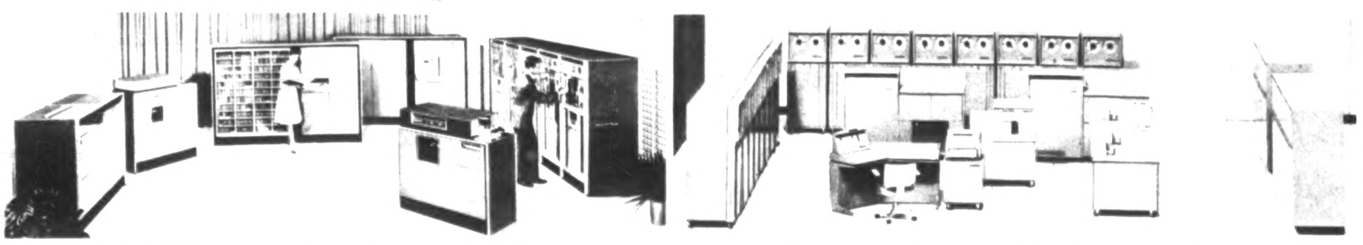
paying and other accounting tasks and also for circulation analysis. The apparatus is taking over more research chores, in media and other areas, however, and this tendency is expected to increase.

• **Erwin Wasey, Ruthrauff & Ryan** described its computer equipment as "an electronic writing pad for three or four bright people who, working together, initiate billing, insertion orders, traffic, and even some production."

The agency said it uses computers as a "knowledgeable umpire" to help media judgment. "We think the computer has started a trend toward stronger documentation in support of media, but it will hardly replace people. They'll be more important, instead, in the media function."

EWR&R thereby echoed an opinion of some other shops: As computers take over quantitative steps, there will be more emphasis on refining qualitative points.

• **Grant Advertising**, Chicago, after acquiring a computing equipment setup, found that it could obtain the same results more easily and cheaply by using the services of an outside computer service; so the agency disposed of its apparatus.



ELECTRONIC RESEARCHERS—*Here are models of two of the newer computer systems with which manufacturers hope to mechanize agency media and research—Remington Rand's Univac solid state, at left; and Burrough's computer.*

▪ Other agencies said to be seriously considering computers for media work were Batten, Barton, Durstine & Osborn; Doyle Dane Bernbach; Fletcher Richards, Calkins & Holden; Donahue & Coe; Kudner Agency; and Dancer-Fitzgerald-Sample, which was described as "ready for the big move."

The feeling was widespread, ADVERTISING AGE found, that computers (now in their "third generation"—faster, more accessible, and better versed in "English") will produce intense soul-searching on the real values of client investments.

Some advertisers who reportedly have installed computers to help solve marketing problems include Pillsbury, General Foods, Borden, and Colgate-Palmolive.

▪ Food producers in particular have been urged to "avoid being left high and dry when computers take over," as one business magazine, *Super-Market Merchandising*, put it.

The machines will "bust traditional pricing wide open by taking into account all costs on each product," the publication said. "It will probably do more to transform the whole look of the (supermarket) industry than did the idea of self service."

It foresaw eventual computer-to-computer hookups in entire industries, with "manufacturers trying to break through the circle to be placed on an automatic reorder basis."

One agency official said Madison Ave. had tarried behind other fields in setting up computer systems. "But all of us, including our clients, are going to come in head-and-head on this thing," he speculated.

Another agency man said: "An individual will not be replaced by a computer so long as he continues to think. If he works automatically, he can be replaced by a machine. Replacements probably will first come in repetitive-type work areas—regardless of how much a person makes or what his title is."

Leading Tobacco Advertisers in 1960

Gross Time or Space Expenditures

	Television	Magazines	Newspapers	Outdoor	Total
R. J. Reynolds	$20,064,986	$5,582,428	$8,485,691	$ ———	$34,133,105
American Tobacco	15,758,575	6,957,191	5,543,039	916,355	29,175,160
Brown & Williamson	20,319,349	427,381	4,316,227	———	25,062,957
P. Lorillard	16,186,911	3,328,776	5,100,677	345,011	24,961,375
Philip Morris	14,639,966	4,301,963	5,482,360	123,427	24,547,716
Liggett & Myers	12,534,604	3,209,546	2,792,485	78,190	18,614,825
Bayuk Cigars	5,705,471	———	102,063	———	5,807,534
Consolidated Cigar	3,594,970	9,023	949,251	———	4,553,244
General Cigar	2,356,424	295,767	708,041	———	3,360,232

Sources: Leading National Advertisers, Bureau of Advertising, Outdoor Advertising Inc. Entire tabulation compiled by Television Bureau of Advertising.

TV Billings from Tobacco Up 5.6%

NEW YORK, May 24—The tobacco industry, which boosted cigaret consumption 4.8% and cigar volume 3.5% in 1960, has given television a vote of confidence.

While total measured media expenditures for this category of advertising dropped 1.7% from 1959's $179,025,733 for a total of $176,034,976 in 1960, tv's billings from smokes rose 5.6%. Tobacco is tv's fourth largest advertising category.

This development was pointed up this week by Television Bureau of Advertising, following an analysis of measured media expenditures for tobacco companies in magazines, newspapers, outdoor and tv.

Estimated spot and network gross time billings went from $106,659,190 in 1959 to $112,598,694 in 1960. The other three measured media covered in the TvB study lost ground with the tobacco trade. Magazines' take went from $27,368,611 to $26,195,365 and newspapers' from $41,498,000 to $35,031,000. Outdoor had the sharpest percentage loss, dropping from $3,499,932 to $2,209,917.

Most of tv's increase came in spot area. Television's share of the ad dollars from tobacco products went from 59.5% in 1959 to 63.9% in 1960.

▪ The most bullish tv cigaret advertiser was Brown & Williamson, which poured 81.1% of its total measured budget into the medium. Bayuk Cigars was even more enthusiastic about the medium, giving it virtually all its ad dollars.

The top budgeted tv brand was Kent, close to the $10,000,000 mark. Next was Winston at $7,500,000, followed by L&M at $6,900,000. In close order around the $6,600,000 marker came Viceroy, Camel and Salem. =

Wiltman Moves Offices

Robert Wiltman Co., Pittsburgh agency, has moved to new offices in the Union Trust Bldg.

Kudner Adds Vycron Fiber; Names Betts Creative Head

Beaunit Mills, New York, has appointed Kudner Agency, New York, to handle advertising for its polyester fiber, Vycron. The account is expected to bill about $800,000. Robert B. Grady Co., which formerly handled the account will continue as the agency for Beaunit's Bemberg yarns. Ben Sackheim Inc. handles Beaunit fabrics. Kudner also has promoted Robert Betts, senior vp, to the new post of creative director.

Gillette Spending $1,000,000

A Father's Day promotion now in progress by Gillette Co., Boston, offers an 89c can of Right Guard deodorant free with the purchase of the $1.95 Gillette adjustable razor and six super blue blades. Advertising, for which Gillette said it is spending $1,075,000, includes two half-page units in Sunday comics sections, network and spot television, disc jockey shows in 100 markets and spreads in key business papers. Maxon Inc., Detroit, is the agency.

Kerns United to Fensholt

Kerns United Corp., Chicago, manufacturer of specialized industrial lubricants, has named Fensholt Advertising Agency, Chicago, to handle its account, effective June 1. Compensated by a fee, the agency will develop the company's marketing, research, advertising and pr. Current media spending, in industrial books is about $50,000. Hollander, Weghorn & Morrow, Oak Park, Ill., has been handling the account.

N. Carolina Sets New Push

North Carolina's department of conservation and development will break a new ad campaign for its travel and tourist facilities in early July with spots on radio stations in 16 major markets within a 500-mile radius of the state. A tv spot push will start in the spring of 1962. Bennett-Advertising, High Point, which got the account two months ago (AA, March 20), is the agency.

Burlingame Adds 2 Clients

Burlingame-Grossman, Chicago, has been named to handle advertising for H. C. Christians Co., Chicago, processor of butter and Pace margarine, and for Decorative Laminates, Chicago, a new company. Christians may spend up to $10,000, the company said. Its previous agency was Henry B. Kreer & Co., Chicago. Burlingame-Grossman had served the account until the fall of 1960.

Form Fairfield Adclub

A new ad club, the Advertising Club of Fairfield County (Fairfield, Conn.), has been founded. Officers are Robert A. Paul, president, Hoffman Fuel Co.; Edward Kozlowski, vp, Warner Bros. Co.; Mrs. Helen Baron, secretary, Commercial Letter Service; and Mrs. Martha Davis, treasurer, Borden-Mitchell Dairy. The club formerly was the Advertising Club of Bridgeport.

Bird Adds Four New Accounts

Bird Advertising Co., Indianapolis, has been named to handle advertising for Wright-Bachman Lumber Co.; Poxylube Inc. division of General Devices Co.; Bill Kirtley's Imported Cars Inc.; and Commercial Motor Freight Inc. of Indiana. Bird also has named James L. Strobl, formerly creative director of Advertising Letter Service, an account executive.

Packaging Becomes More Economic; Ads Less So: Helfgott

NEW YORK, May 24—Advertising's effectiveness has not kept pace with its cost in relation to sales and profits, while packaging "is one of the cheapest ways of communicating" today.

These opinions were advanced here by Myron J. Helfgott, vp of Lippincott & Margulies, at a three-day American Management Assn. seminar on "The Anatomy of Packaging."

He also said that while "newness" in advertising is usually an asset, it is often resented in packaging. "The oldness of a package is its value. It helps identify the brand," he said.

Mr. Helfgott pointed out that "hidden" packaging values often encourage re-purchase. In the case of whisky, customers preferred a shaded bottle at first, but later on they liked a clear bottle because they could see the color of the product. In the case of two cookie boxes about equal in face design, he said, one attracted more repeat business on the strength of a resealing feature.

▪ Packaging experts at the seminar seemed generally agreed that the trend among manufacturers is away from packaging committees and toward a single packaging coordinator.

Conceding that packaging research has been "extraordinarily terrible and extraordinarily cheap" in the past, the experts contended that uniform standards would help make management feel better about allocating additional funds for packaging research.

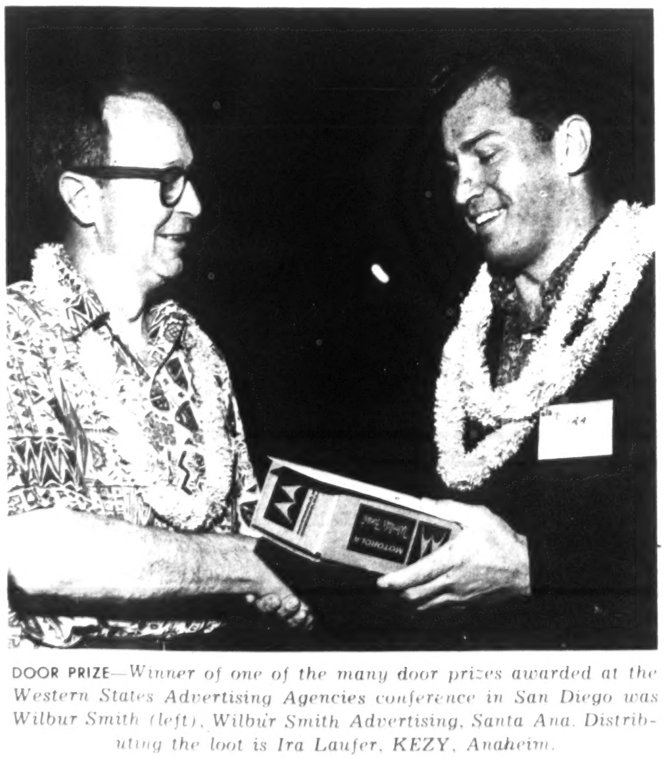
Mentioned at the seminar was a new tin can package, believed to be the property of U.S. Steel Corp., that is coated on the inside to permit in-can baking and serving. =

New Hampshire Agency Bows

New Hampshire Marketing Corp., a new agency, has been organized with headquarters at 4 School St., Concord, N. H. Principals are W. M. Rainbolt Jr., president, formerly associate copy director of Young & Rubicam for 25 years; and Albert L. Gibney, treasurer, president of Albert L. Gibney Inc., Springfield, Mass., advertising and public relations agency.

Svestka Joins Post & Morr

George Svestka has joined Post & Morr, Chicago, as art director. Mr. Svestka previously worked for Foote, Cone & Belding, Campbell-Mithun and Manchester & Kreer. The agency (formerly Gordon Best Co.) also has acquired the book division of Coyne Electrical School, Chicago, which previously was handled by Phil Gordon Agency, Chicago.



DOOR PRIZE—*Winner of one of the many door prizes awarded at the Western States Advertising Agencies conference in San Diego was Wilbur Smith (left), Wilbur Smith Advertising, Santa Ana. Distributing the loot is Ira Laufer, KEZY, Anaheim.*

Frederick-Clinton Adds Two

Seligman & Latz, New York, operator of Antoine de Paris and other beauty salons across the country, has appointed Frederick-Clinton Co., New York, to handle advertising. Markets are now being selected for testing spot tv. Frederick-Clinton also has been named agency for Stein-tex Inc., New York, textile converter.

Wometco Promotes Toppan

Burt Toppan has been named promotion and stockholder relations director of Wometco Enterprises, Miami. He also will continue to supervise the promotional activities of WTVJ, Wometco's Miami tv station. Wometco owns radio-tv stations, theaters, vending machines, and the Pepsi-Cola franchise in the Bahamas.

Willis & Borg Formed

Willis & Borg, a new agency, has been formed in Minneapolis with headquarters in the Midland Bank. Principals are Herbert A. Willis, who formed Herbert Willis & Associates in 1956, and Lloyd E. Borg, formerly a vp in the Minneapolis office of Bozell & Jacobs. The new agency expects to have billings the first year of $1,250,000.

Hertz Budget Hits $7,500,000, Up 30%

New York, May 24—The Hertz Corp., which expects to reach a record revenue level this year, has budgeted $7,500,000 for advertising in 1961.

The figure was disclosed yesterday by Leon C. Greenebaum, chairman, at the company's annual meeting. He described the '61 figure as "slightly higher than 1960." In November, 1959, the company said it would invest $6,500,000 in national advertising in 1960. This was said to be a 30% increase over a $5,000,000 budget for 1959.

In 1960, Hertz had a volume of $125,000,000. This year, the figure is expected to reach about $140,000,000.

Norman, Craig & Kummel has Hertz Rent-A-Car, and Needham, Louis & Brorby handles car and truck leasing, truck rental and Rent-All. ≠

NBC-TV Adds Two Sponsors; Welch Buys ABC Schedule

Pittsburgh Plate Glass Co., Pittsburgh (Maxon), has signed as a participating sponsor of Robert Taylor's "Detectives" and "Laramie" on NBC-TV for the 1961-'62 season. United States Steel Corp. (Batten, Barton, Durstine & Osborn) will back two "Project 20" shows on NBC next season: "The Coming of Christ" at Christmas and "He Is Risen" at Easter. The Kraft Foods division of National Dairy Products Corp. (J. Walter Thompson Co.) will replace Perry Como for the summer with "Kraft Mystery Theater," a 16-week series of suspense films, starting June 14.

ABC-TV has added Welch Grape Juice Co. (Richard K. Manoff Inc.) for daytime shows, Dick Clark's "American Bandstand," "Love That Bob," "Number Please," "Day in Court" and "Who Do You Trust." Live commercials for Welch's new Fiesta Punch will be delivered on some of the shows.

Bohnel Elected Art Club Head

Frank J. Bohnel, art director, Batten, Barton, Durstine & Osborn, has been elected president of the Cleveland Art Directors Club. Also elected were Ed Kagy, Lang, Fisher & Stashower, vp; Louis Calmer, Carr Liggett Advertising, secretary; and Harry Bush, Bayless-Kerr Co., treasurer.

Graham to Move Offices

Hugh H. Graham & Associates will move its offices June 15 from New Britain to 1 Park Dr., Professional Park, Farmington, Conn.

California Bars Stamp 'Value' Signs in Gas Stations

A temporary restraining order preventing the state of California from forcing state gas stations to display signs showing the redemption value of stamps has been issued by the superior court, San Francisco. Stanley Mosk, California attorney general, ruled late last year that trading stamps constituted a form of discount under the gasoline advertising regulations of the state petroleum act. A bill that would, in effect, cancel out the Mosk ruling, is now before Gov. Edmund G. Brown. The bill declares the legislature did not intend to require gasoline dealers to advertise the value of trading stamps.

Sonny Boy Appoints Wood

Sonny Boy Co., Fresno, Cal., food and beverage manufacturer, has appointed Del Wood Associates, New York, to handle its advertising. Warwick Advertising, Fresno, is the former agency of record.

on the green
in one with
the Georgia Group

One easy buy puts you next to the pin on Georgia's great $2 billion sales green . . . the Augusta, Columbus, Macon and Savannah trading areas. And green it is, with retail sales greater than ever. What's the big buy? The Georgia Group newspapers . . . reaching 4 times as many homes as any other paper in the market! And it's yours . . . with one order, one bill, one check, and savings of 13% on 10,000 lines or more. Call your local Branham man for full information. No obligation, of course.

THE
Georgia Group

AUGUSTA *Chronicle and Herald* **MACON** *Telegraph and News*
COLUMBUS *Ledger and Enquirer* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

The Class
of the Mass

The Mirror is strongest in the more prosperous neighborhoods of the mass market in New York—weakest in the slums.

People interested in new homes are solid people—good customers. The Mirror is *first* among New York's *seven* dailies in New Homes advertising linage.

**Make
The Mirror
a MUST!**

MEET THE WOMAN IN THE TEAM AT THE TOP!

"As an important member of our team, my secretary, Miss Gloria LaPenna, likes to know all about our own products," says L. Stanley Crandall, President of Royal Precision Corporation, Port Chester, N. Y., producer of electronic computers and data processing systems. "She takes great interest in the office equipment that she regularly uses, too, and her recommendations are always valuable." It's no secret that the secretary plays a key role in the choice of office equipment and supplies for companies throughout the country. If you advertise office products, make sure you sell the secretary as well as her boss. The best way to do the job is through advertising in TODAY'S SECRETARY, the secretary's own magazine. Your sales story will reach 151,000 paying subscribers (ABC-audited), plus 345,000 additional pass-along readers monthly. This influential, all-secretarial audience from Maine to California can be mighty important to you. Get the facts. Phone or write for complete Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S
SECRETARY

TODAY'S SECRETARY

...the magazine that sells the secretary—sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

ADVERTISING SALES MANAGER

By publisher of professional magazines. Experienced in space sales and production of promotional materials. Travel necessary. Located in Mid-West university town. Give full resume.

Box 4911, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXCITING OPPORTUNITY IN CUSTOM INSURANCE SALES PROMOTION FIRM

We need 1 Chicago, 1 N.Y., 1 L.A. rep. Sell custom ins. brochures, folders. No gimmicks! All quality custom pieces—we do the work. Ground floor opportunity for creative self-starters. High comm. Write in confidence **Huffman & Huffman, 2401 Rock Terrace Circle, Austin, Texas.**

Copy man for advertising agency. All 'round man with good general and industrial copy experience. Write collateral and ad copy. Understands markets and media. Plan complete advertising program. Work with layout and production people as well as service accounts. Mail complete information and salary requirements to

Box 4912, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity editors
adv. managers copywriters
artists media production sales
"All is grist which comes to our mill!"
ANdover 3-4424, 105 W. Adams St., Chgo 3

PUBLISHERS ASSISTANT

to develop into General Manager to take daily administrative burden off overworked publishers on #1 publication (monthly) in expanding field. Man we want most likely now with successful business publishing house. Essential requirements include painstaking attention to detail which comprises 2/3 this type publishing, cost-consciousness and ability to handle small staff firmly and courteously. Much time in correspondence and on telephone, a little travel. For right man a great opportunity for overall responsibility and income growth. Write in detail, salary expected. Confidences respected.

Box 4913, ADVERTISING AGE
630 Third Ave., New York 17, New York

Chicago Advertising Salesman

as exclusive representative for outstanding business magazine. Commission on house accounts alone provides handsome base. Potential income $20,000-$25,000. Must have successful space-selling background and be willing to maintain small office in Chicago with parttime secretarial help. Send previous history. All confidences respected.

Box 4929, ADVERTISING AGE
630 Third Ave., New York 17, New York

EDITOR-MANAGING

New York merchandising trade mag. Seek experienced man with potential later assuming full editorial direction. $6500-$7000.

Box 4914, ADVERTISING AGE
630 Third Ave., New York 17, New York

**EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.**

SPACE SALESMAN

Leading consumer magazine seeks man with sales experience. Location New York. Salary to $12,000 start. Send resume.

Box 4930, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

MEXICAN CONFIDENTIAL LISTENING POST—Experienced American writer available for advertiser, agency, trade association, magazine or newspaper group.

Box 4842, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROFIT-PRODUCING Direct Mail Sales Prom. Mgr. Offers 10 fruitful years of results. Includes complete campaigns—copy thru lists. Has visual & verbal imagination. A'cy-Publ'ing b'ground. Will relocate.

Box 4915, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED PR MAN WANTS TO RETURN TO TEXAS

Presently employed by a National Utility and located in the Midwest. Formerly employed by San Antonio Light and Galveston News. 1950 graduate of Southern Methodist University, member of Sigma Delta Chi. Five years in Public Relations & Employee Relations-experienced also in advertising copy writing. Married—two children—no military obligation. Salary important but chance to bring the family home more important. Available after due notice to present grand employer. Can come to Texas for personal interview. Write

Box 4918, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING EXECUTIVE

Marketing oriented agency VP seeks interesting position with alert, progressive agency. Background experience includes aviation, missle, air transportation, publishing. Skilled in new business, sales, marketing and market research.

Box 4914, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRADE EDITOR

Seeks editorial post in trade magazine field in Chicago area. Early 'Thirties, Master's Degree in Journalism. Also experience in public relations, sales promotion, advertising.

Box 4920, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COMMUNICATOR-ADMINISTRATOR

Thirteen years writing-sales-administrative experience in local newspaper, radio, television, including news reporting, editing, articles, sales letters, brochures, layouts, commercials, public speaking, successful sales and sales management. Journalism graduate, 33. Married. Employed. Seeking broader use of communication skills in public relations, sales promotion, advertising business.

Box 4921, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD MKT ADMINISTRATOR

20 years marketing experience: space, direct-mail, P-O-P, publicity, trade exhibits, sales promotion, sales management, product development, package design. Areas include industrial, consumer, agricultural. Strong on administration, budgeting. Will relocate, resume available.

Box 4922, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

P.O.P. ART DIRECTOR

Very creative 15 yrs. experience. Handled top accounts both cardboard and permanent. Good organizer. Sales ability. Best references.

Box 4923, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

JR. ANALYST, ADV. RESEARCH

Efficient, self-starter. M.S.J. in June from Northwestern U. Advertising Major. Good social science background. Age 21.
**Lester Krueger (Ar 1-1708)
4526 N. Wolcott, Chicago 40, Ill.**

Available . . . Merchandise & Advertising Manager. 11 years agency & retail food experience. Solid background all phases of advertising and administration. Top award winner for 3 years. Desire position in food industry.

Box 4924, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE, BUT SALES-MINDED

L. A. copywriter, A.E.
Seeks more challenging West Coast Association.

Box 27Q7, ADVERTISING AGE
4041 Marlton Ave., Los Angeles, 8, Calif.

ART DIRECTOR-LAYOUT ARTIST

Creative. Multiple, talents. A real pro.

Box 4925, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER—FREELANCE

Food—Fashions—Hard Lines. Top National Accounts & Agencies. Experience. Original. Dependable. Reasonable.

Box 4917, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR OR PUBLIC RELATIONS

3 yrs. editor external hse. organ. Exp. in PR, reporting, feature & copywriting & layout. B.S. in Jour., N.U. F. Age 26.

Box 4916, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Space representatives wanted in Chicago area, Cleveland area, Philadelphia area, and Southeast United States for new electronic publication. Write

Box 4926, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

ATTENTION MAGAZINE PUBLISHERS

Oldest magazine representative firm with fully staffed offices San Francisco and Los Angeles now owned and operated by experienced men 35-40 age bracket, has recently increased sales personnel and seeks additional publication to represent, either consumer or trade. If interested will gladly refer you to our present publishers as to kind of job we do for them. Address

Box 4880, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Experienced Publisher's Rep. New York area forming new company. Would like to hear from interested publishers.

Box 4927, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

Experienced Publishers Representative

available to cover Ohio, W. Penna and W. N.Y. state from Pgh. Interested in addition publication or will consider full time with right publication. Married, 2 children, B.A.

Box 4928, ADVERTISING AGE
630 Third Ave., New York 17, New York

SMART, COMPETENT SALES HANDLIN

For quality consumer magazine that needs 4-A agency coverage from N.Y. base to counter competition and meet potential.

Box 4930, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

A GROUP OF WEST COAST TRADE PUBLICATIONS FOR SALE. CASH OR TERMS.

Box 27 Q 35, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

WANTED TO PURCHASE

Interest in a growing trade or specialized publication by young executive with ad background.

Box 4901, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

**VENUS—the funny new game
for ad men who give parties!**

Really hilarious! The funniest new party game in years. Easy to play with you as the host. A good ice breaker. Plenty of laughs. Be the first party-giver in your crowd to play the brand-new VENUS GAME. Only $3.00 postpaid.

**VENUS GAMES, INC.
Box 885 Richmond 7, Virginia**

INCREASE SALES stimulate sales force with new, illuminating analysis of basic selling process by veteran merchandiser. Effective every type selling. Money back warranty. $1 sample copy, rebated on quantity orders.

Box 4903, ADVERTISING AGE
630 Third Ave., New York 17, New York

35mm COLOR SLIDE DUPLICATES made from your master transparencies as low as 9½¢ each. Write for sample slides, full information to **WORLD IN COLOR PRODUCTIONS, Box 392-E, Elmira, N. Y.**

ENGINEERS AT HOME ADDRESSES

Over 135,000. Select by types. Lowest rates. **DECISION/INC., 2617 Colerain Ave., Cincinnati 14, Ohio. 681-6800.**

WANT PHOTOGRAPHY DONE IN EUROPE? Free Lance Photographer will be in France, Italy, Spain, England for summer. Available for assignment. **Dee Genther, MU 3-5629, 213 E. 31 St., N.Y., N.Y.**

ACROSS NORTHWESTERN STATION

Desk Space Available. Telephone Service. Mail Address. Secretarial Services.
549 W. Randolph St.—STate 2-8811

ARTIST, FREE-LANCE WANTS SPACE IN SMALL AGENCY with some work avail. Art direction-production for space, fair prices on work. 10 yrs. all around exp.

Box 4929, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MY MISTAKE IS YOUR BREAK

Beautiful pilot film in color will sell your beauty and health products, soaps, foods, cosmetics. For sale complete or by sequence. Excellent for commercials. Write **A. Woodman, 64 West Eleventh Street, New York 11, N. Y.**

Our 50th Year

MEDIA ASST. marketing exp. 4A Midwest agcy	$8,000
SPACE SALESMAN trade paper Ill. & adjoining territory	8,000
JR. COPYWRITER house organ accts. good poten. Chi. agcy.	6,500

MANY MORE MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone CEntral 6-5353

ASSISTANT MANAGERS MARKETING RESEARCH

Fine opportunity for young men (28-32) with 3-5 years' experience in qualitative and quantitative marketing research. These two positions are newly created due to expanding operations in this well known, diversified, Chicago manufacturer of consumer products. Starting salary in $8-9,000 range. Send confidential detailed resume including current salary level to Box 761, ADVERTISING AGE, 200 E. Illinois Street, Chicago, Illinois.

PRODUCTION, TRAFFIC AND MEDIA MAN

Highly qualified with company and 4A agency experience (including collateral) seeks challenging position. College graduate. Resume and references upon request.

**Box 759, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois**

ADVERTISING SALES MANAGER

for **METAL DISTRIBUTOR**, new metal industry publication. High salary plus no ceiling bonus arrangement. Cleveland, Pittsburgh or New York City location. Write in confidence to:

President, AMERICAN METAL MARKET, 18 Cliff St., N. Y. 38

Advertising & Sales Management

15 years top management experience in industrial and consumer product marketing, merchandising, advertising and sales management. Have successfully displayed creative ability to increase sales under all conditions. An imaginative self starter with an abundance of strong enthusiasm. Age 35. B.S. M.BA. will relocate.

**Box 27 Q 83, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.**

ADVERTISING MANAGER

An expanding manufacturer of Cosmetics in a large Southern City is seeking an aggressive young man as Advertising Manager. He must have successful advertising and sales promotion experience in the package goods field, with either an agency or manufacturer, and must have the ability to write. This is an unusual opportunity to contribute to and participate directly in the growth of an expanding company. Send resume in confidence to:

Box 757, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields

By appointment only
67 E MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

CLIFF DWELLERS

Ranch house ideal for permanent living or long week ends. 16 acres on a Berkshire Hilltop in Hillsdale, N. Y. 3 bedrooms, large kitchen and living room, other desirable features. Excellent condition. Asking $28,000.

Call Murray Hill 6-3978, Ext. 30.

V.P.—Account Supervisor

We have an unusual opportunity for an account supervisor with experience in packaged products to manage two large West Coast accounts for one of the country's leading advertising agencies.

The right man for this position is probably now supervising accounts with billing in excess of $5,000,000 for one of the top twenty-five agencies. His current earnings are probably in the $35,000 area and he is seeking an opportunity for further growth.

In your reply, which will be treated in strictest confidence, please give us your personal and business history and include your home telephone number.

Box 742, Advertising Age
630 Third Avenue, New York 17, New York

PUBLICATION FINANCING IS AVAILABLE IN DULUTH

Liberal credit or outright capital investment in worthy publications is available in Duluth, where banks and graphic arts suppliers are reaching out to expand an already growing graphic arts center.

Over 25 periodicals are now being produced in this low-cost, centrally-located community. May we discuss your needs in confidence?

**The Duluth Industrial Bureau
Duluth 2, Minnesota**

**CREATIVE HOUSE
PERSONNEL**

Does Creative House handle only Creative people?

The answer, dear friends, is indeed, no.

We're ready to find jobs and fill jobs in any branch of advertising, from typist to president. (But can't they be creative, too?)

In short, we're advertising's Talent Center in Chicago. And thanks to all of you for your wonderful, wonderful support.

If we listed all our jobs, we'd make Sid Bernstein rich. But here are some which must be filled now:

Ad Managers

Liquor	$15,000
Menswear	OPEN

Art Directors

Catalog	$25,000
TV-Storyboard	$12,000
Print	$12,000
Collatral	$10,000
Print, Illustration	$ 8,500
Layout-Production	$ 7,000

Account Executives

Supervisor, Industrial	$22,000
Food Accounts	$12,000
COPY-CONTACT	$12,000
Utilities, Financial	$ 8,000

Copywriters

Supervisor	$22,000
Copy Chief	$15,000
Consumer	$12,000
Medical	$10,000
Food	$ 7,500
Consumer	$ 5,200
Medical	$ 5,200
Industrial	OPEN
Farm	OPEN

Public Relations

Writer (man or woman)	$ 6,000
Stenographer	$ 4,000
Dictaphone Typist	$ 4,500

Television

TV-Print Writer	$22,000
Writer-Producer	$18,000
TV Writer (Food)	$15,000
TV Print Writer	$12,000
TV-Radio Writer	$10,000
TV-Film	OPEN

Research-Marketing

Research Supervisor	$15,000
Market Supervisor	$15,000
Market Research	$12,000

Secretarial

Secretary to President	$ 5,000
Private Secretary	$ 4,800
Secretary-Typist	$ 4,200
Bookkeeper-Typist	OPEN

Media

Media Typist	$ 4,500
Radio/TV Biller	$ 4,500

**JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 EAST OAK • CHICAGO, 11 • DE 7-0001**

INVITATION to a 1, 2, OR 3 MAN AD AGENCY

HERE is an opportunity for a small agency to come together with another small organization for mutual strength and growth. We could bring to such a union extraordinary creative talents and production facilities — plus many opportunities for new business acquisitions. All replies in confidence. Box 755,

Advertising Age, 630 Third Avenue, New York 17, New York

EDITOR

Top position open in METAL DISTRIBUTOR, a new monthly publication for the expanding metal service center industry. Excellent career opportunity for ambitious, all-around editor who understands industrial sales, plant operation, and metalworking production and techniques. Write in strictest confidence to **President, AMERICAN METAL MARKET, 18 Cliff St., N. Y. 38**

Top All-Around Man for 4-A Agency

The man we are looking for is probably now employed. He must have experience, ideas, judgement; this noted, small New York agency is able to offer the right man unusual opportunities — not only salary-wise. Sorry, we cannot consider replies without complete information. It will be held strictly confidential.

Box 762, Advertising Age, 630 Third Avenue, New York 17, New York

TRADE MAGAZINES WANTED

A long established, progressive multi-magazine tradepaper publishing company, in a program of expansion, is interested in acquiring one or more profitable trade magazines with growth potential. Minimum annual ad volume $200,000 per magazine. Strong editor or publisher identification with industries served. All cash or cash and stock. Write in confidence.

James B. Kobak
Box 751, Advertising Age
630 Third Avenue, New York 17, New York

CREATIVE TV DIRECTOR for MAJOR ADVERTISING AGENCY IN GERMANY

Position offered in Dusseldorf. Attractive opportunity. Applicant should be thoroughly experienced in agency production of I.D.'s, breaks and minute announcements.

Write in detail, stating experience, salary requirements and other pertinent information, enclosing samples of work, etc.

Please address your replies to Box 758
Advertising Age
630 Third Avenue, New York 17, New York

Outstanding Opportunity—

INDUSTRIAL ADVERTISING SPECIALIST

GROWTH has created this important opening at Emerson Electric in a newly formed industrial division.

Man selected will help direct advertising and sales promotion activities to industrial and OEM markets in electrical & electronics apparatus. Background should include familiarity with media for these markets, technical writing, and knowledge of marketing methods.

Here's a challenging assignment, with commensurate rewards, including top salary, many fringe benefits, and an opportunity to move up in a dynamic company which is one of the fastest growing and most diversified in the country.

Give complete background in your first letter. All replies in confidence, of course.

Write Mr. A. L. Depke, Employment Manager
EMERSON ELECTRIC MANUFACTURING COMPANY
8100 W. Florissant, St. Louis 36, Mo.

ARE YOU A COPY WRITER?

A leading air conditioning manufacturer has an excellent opening for a writer with good appliance background and a creative flair that can be demonstrated with samples. The man selected will also do liaison work with the sales department and the advertising agency involved. However, ability to write good promotion literature and to creatively plan promotion programs is the first and most important requisite. Write details of your experience and salary requirements in complete confidence.

Box 756, ADVERTISING AGE
630 Third Avenue, New York 17, New York

Ad Can Push Ersatz Dior if It's Frank About It, Says Judge

NEW YORK, May 23—Alexander's Department Stores, mecca of those who shop by bus and subway instead of limousine and taxi, has won the right for the second time to advertise copies of Dior and Christian Dior creations.

Federal Judge Thomas Murphy acknowledged in a decision last week that Alexander's was taking a "free ride" on Dior *couture* but stated that "under our law, 'free rides' are permitted, absent confusion or an attempt to deceive."

He therefore denied an injunction petition by Societe Comptoir de L'Industrie Cotonniere; Establissements Boussac; Christian Dior; Societe a Responsabilite Limitee, Paris; and Christian Dior, New York, which would have prohibited Alexander's from advertising on television and newspapers that it had Dior copies for sale.

■ Alexander's produced a local tv fashion show March 14, featuring Dior copies, and advertised the show in newspapers. Dior lost a previous petition to bar the use of its name, and this time the judge ruled: "Even though the newspaper advertising now complained of is much more pointed and emphatic, insofar as the marks Dior and Christian Dior are displayed, it is clearly stated in such advertisments that defendant is selling merely copies of plaintiff's creations. One cannot read into the advertisements any deception whatsoever." ≡

DON HARRIS SUSPECTS . . .

that the holiday will minimize readership of this, so withholds for the June 5 issue jobs he wants more eyes to note. With the buyers' market loosening more and more, he suggests that now is a good time for a man close to the growth ceiling in his job to tighten and up-to-date the last version of his resume. You could even send it to Don.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

The Promotion Department of PLAYBOY MAGAZINE is looking for young, talented, lively

COPYWRITERS

who also excel in the area of imaginative, creative thinking and planning. The people we have in mind (male or female) must have had professional experience in advertising, promotion, public relations or related fields.

Send a complete résumé, including personal data, education, previous job record with reasons for changes, salary requirements and a snapshot to **Miss Theo Frederick, PLAYBOY, 232 E. Ohio, Chicago, Ill.**

ADVERTISING ASSISTANT

Challenging opportunity for experienced young man (age 28-35) in multi-million-dollar budget Advertising and Sales Promotion Dept. of a national merchandising company. Prefer advertising experience with agency or with company which sells products or services through retailers.

He will assist in developing printed material, brochures, direct mail pieces; develop and coordinate advertising and sales promotion ideas, material and activities. Will also have important contact with our field organization and major accounts. Wide range of employee benefits. (Our employees know of this ad.) Will require relocation to our General Office.

Send resume giving experience, education, age and recent salary to Box 754, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois. All replies kept in strict confidence.

Lyles Coste Bresnahan Spindler

MEMPHIS MID-SOUTH MEET—*On hand for the first advertising institute conducted by the Adclub of Memphis are Robert Lyles of General Outdoor Advertising, Memphis; Felix W. Coste of General Outdoor Advertising Inc.; Tom Bresnahan of McCall's; and Charles Spindler, professor of marketing at Memphis State University.*

Robinson Joins A.W.L. Advertising as VP

Herbert A. Robinson, formerly a partner in Brave & Robinson Advertising, Baltimore, has been named a vp of A.W.L. Advertising Agency, Baltimore.

New accounts added to A.W.L. are Stein Uniform Co., Epothane Chemical Corp., Schafer-Pfaff Cigar Co., Charg-It of Baltimore, Towson Plaza, Archer Laundry Co., Salisbury Bldg. Corp., De Chiaro-Sanzo Homes and Home-Gard Corp.

Blair Adds WGAN-TV

WGAN-TV, Portland, Me., has appointed Blair Television Associates its exclusive national representative, effective June 1. The station formerly was handled by Foster & Creed in New England and by Avery-Knodel in the rest of the country.

Big Results

from a low-cost classified ad.

You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 177,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $____________

My Name____________________
Street____________________
City______________ Z____ State__________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois
4041 Marlton Avenue
Los Angeles 8, Calif.

"Psssst . . .
put the
emphasis on
Memphis"

and get a great
DEAL
for your money!

Memphis gives you
a BONUS market
containing nearly
2 million people!

(Memphis Metro Area
of 620,100 People
PLUS 75 Counties)

—A TOTAL MARKET
OF
2½ MILLION PEOPLE

TERRIFIC
PURCHASING POWER!

Buy Memphis
Buy
MEMPHIS NEWSPAPERS

THE
COMMERCIAL
APPEAL
•
MEMPHIS
PRESS-SCIMITAR

MEMPHIS, TENNESSEE

Tunesmiths, Admen Can Commingle—When There's Green Stuff in a Jingle

(Continued from Page 6)

he said.

Writing jingles is not like writing pop tunes, one jingle producer said. "Success in Tin Pan Alley doesn't necessarily mean success in the commercial area," he explained. Scores of pop writers have tried and failed because they find it difficult to sell merchandise in eight to 60 seconds.

One reason Tin Pan Alleyites may have turned to commercial production previously was to improve their ratings in the American Society of Composers, Authors & Publishers, but Ascap had gradually reduced its point earnings for a commercial.

An Ascap member may improve his rating only if he is able to reserve performing rights to his commercial. But even where he holds the rights, he is credited with a rating of only 1% of that of a pop tune. In most cases, the agency reserves the performing rights to a commercial.

■ Many advertisers prefer to use parodies of pop tunes for their radio-tv ads. Among this group are Rheingold, Ford and Pall Mall. Rheingold's main theme is based on "L'Estudiantina," a public domain tune, but in most other cases the company pays a license fee to the publisher for a copyrighted tune. Some of the brewer's commercials have been based on such hits as Hoagy Carmichael's "Georgia on My Mind," as well as "Penthouse Serenade," "Let There Be Love" and "Mr. Sandman."

One of Ford's latest parodies was based on a hit tune from Broadway's "Wildcat" called "Hey, Look Me Over," written by Cy Coleman and Carolyn Leigh. Ford's version goes:

"Hey, look me over; say, lend an ear.
The Falcon Futura by Ford now is here.
A new kind of compact.
A new kind of flair . . . . ."

■ Early this year, Jill Corey recorded a jingle for Ford based on "Love Is a Simple Thing" from "New Faces." Ford also has borrowed public domain hits, including Joe Howard's "Hello, Ma Baby," in addition to "Meet Me in St. Louis," "Won't You Come Home Bill Bailey," and "In the Good Old Summertime."

Pall Mall has used many public domain tunes, such as "She Wore a Yellow Ribbon" and "Betsy from Pike." The latter was adapted by Ralph Cummings to become Pall Mall's:

"I'll tell you a story you'll never forget,
The story about you and your cigaret.
Enjoy smoother smoking; choose wisely, choose well;
Smoke longer and finer and milder Pall Mall."

Other well remembered jingles written by Mr. Cummings include "Look for the ring, ring, ring, ring, ring around new dual filter Tareyton" and "I like those tiny, little tea leaves in Tetley."

■ Broadway bigtimers who have also made hits in the commercial field include Richard Adler and Frank Loesser. Mr. Adler, author of the "Pajama Game" and "Damn Yankee" scores, also wrote Newport and Kent jingles. The "Most Happy Fella" tune was adapted by Mr. Loesser for White Owl cigars.

Bob Haggart, a partner in Faillace Productions, once played bass with Bob Crosby's orchestra. His "Big noise from Winnetka" was borrowed by Bayuk Cigars, to introduce its Phillies Sports. It became: "Big news—a new cigar from Phillies. New shape, great new taste from Phillies . . . " The "Winnetka" tune was first used some years ago by Studebaker.

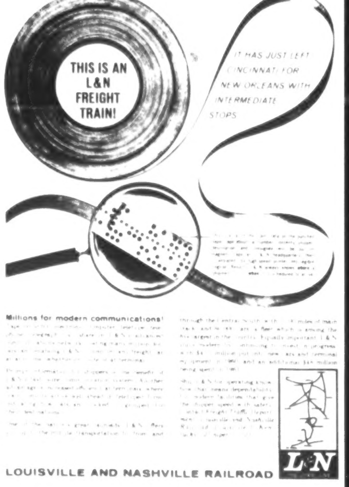
One of Mr. Haggart's partners, musician-composer Len MacKenzie, enjoyed reverse success with his "Chiquita Banana" jingle. Written first as a commercial, it later sold close to 1,000,000 records as a pop tune.

■ Howard Plummer, a song writer since the age of 16, has been involved with both pop and commercial tunes for the past 12 years. As the head of Hap Music, he adapted his own song, "I Can't Love You Enough," to become a Plymouth award-winning ad, "I can't see you enough, I can't drive you enough." He turned "Beyond the Blue Horizon," on which he owns the copyright, into United Air Lines' "For you a new horizon in flying, comfort and care."

Another jingle producer, Chuck Goldstein, found his way into the business through his work with vocal groups. While a member of the "Modernaires," he wrote "Now & Then." Mr. Goldstein co-authored and sang "Use Ajax, the foaming cleanser; floats the dirt right down the drain." He was also writer and vocalist in Northwest Orient Airlines' gong commercial and Goodman's "Good, good, good . . . golden noodles" ad.

■ Former orchestra leader Phil Davis has had many successes since he turned to jingles. Among his biggest are "Cash, just say the word," for Beneficial Finance; Carling's "Hey, Mabel, Black Label"; and Bond's "It's bound to be better when the Bond bakers bake it."

Musician-arranger Jerry Jerome, who played with Benny Goodman, Artie Shaw and Glenn Miller, still gives jazz concerts with his own band on weekends, although he heads a jingle production shop. He wrote the "Mennen Skin Bracer cools rather than burns" ad. Mr. Jerome is now making a promotion record containing 30 to 40 versions of his Winston jingle to show how many variations can be built around one basic theme. ≠



THIS IS AN L&N FREIGHT TRAIN!

IT HAS JUST LEFT CINCINNATI FOR NEW ORLEANS WITH INTERMEDIATE STOPS

Millions for modern communications!

LOUISVILLE AND NASHVILLE RAILROAD

L&N

CONTROL *Louisville & Nashville Railroad boasts of its Univac electronic control systems in this magazine page. Mullican Co. is the agency.*

Grant Names Madden, Burke

Grant Advertising has appointed Dan C. Madden vp and general manager of its Seattle office, succeeding William M. Burke, who has resigned to devote his full attention to the management of James Henry Packing Co. Mr. Madden joined Grant three years ago. At the same time, Roland H. Burke, a vp, has been appointed senior vp and consultant to Grant Advertising, Chicago. Mr. Burke will headquarter in the Seattle office.

Yancy & McGee Names Wall

Yancy & McGee, San Antonio, has appointed Eileen Wall creative director and account executive. Miss Wall formerly was an account executive and director of public relations of Goodwin, Dannenbaum Littman & Wingfield, Houston. A the same time, Yancy & McGee has been appointed to handle regiona advertising for Barrett Industries

Chevrolet Promotes Cook

Robert E. Cook has been promoted from assistant to manage of the national sales promotion department of the Chevrolet motor division of General Motors Corp., Detroit. He succeeds Fred T. Hopkins Jr., who has become assistant sales manager of the Cadillac division.

Netedu Names Coady

Douglass Coady, an account executive of Netedu Advertising, St Joseph, Mich., for two years, has been named copy chief.

WAVE-TV gives you
28.8% more WEEK-END CHEFS

—and they buy 28.8% more food,
condiments, sauces, flavorings, etc.!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Carbide, Dow, Du Pont Open Battle for Next Fall's Anti-Freeze Market

Big Three Launch Trade Campaigns, See Need for 'Education'

NEW YORK, May 24—Spring is here, but winter's coming, so the Big Three in the anti-freeze business are warming up for cold-weather battle with heavier-than-ever ad schedules newly launched at the trade level.

The combatants are Union Carbide Consumer Products Co., still leading on the wings of record sales rung up despite sharp competition, and Dow Chemical Co. and E. I. du Pont de Nemours & Co.

Just over a year ago, Dow launched Dowgard, its long-life coolant, backed by a $4,000,000 campaign handled by MacManus, John & Adams, Bloomfield Hills, Mich. Dow was joined by Du Pont's permanent product, Telar. Together, however, they managed to wrest only 5% of all anti-freeze sales.

Dow

Now Dow will carry the onslaught several steps further. In addition to its long-life coolant, which it started advertising last month, announcing a two-year or 24,000-mile guarantee, the company introduced a regular anti-freeze without long-life frills. Dow guarantees the regular anti-freeze against loss for one full winter through next May 1.

■ At the same time, Dow has stepped up its off-season ad schedule. Spelling out the revamped marketing and ad strategy, Garland G. Fritts, Dowgard brand manager, said the company dropped one trade publication and added another.

"In last year's schedule, we were in these publications maybe four to six months out of 12. This year we are in them eight or nine months of the 12.

"Last year we used only pages or spreads. This year we are also placing an insert in four publications, of which three are still to be decided, running in late May and June." The insert, launched in *Popular Mechanics*, this month was titled, "The best car news of 1961 is happening under your hood!" The four publications would carry a total of 2,000,000 inserts, while an additional 1,000,000 copies would be printed and distributed.

■ Mr. Fritts said "a fairly complex schedule" has been mapped to reach new car dealers, fleet owners and service station dealers. The publications include:

Service station level—*Gasoline Retailer, Service Station Management, Super Service Station.*

Car dealers—*Automotive News, Motor, Motor Age,* and *NADA Magazine.*

Fleet owners—*Commercial Car Journal, Fleet Owner.*

Mr. Fritts said reports indicated that the long-life product "got a negative vote at the dealer level" last year because many regarded it as "no more than an expensive anti-freeze." Dow, however, insisted that Dowgard was not an anti-freeze.

Dow indicated its confidence in MacManus, John & Adams, despite apparently poor returns for its advertising money. While Dow has never told its advertising appropriation, the company would not dispute the published figure of $4,000,000 for the initial year's efforts.

As for this year's consumer advertising, Dow's appropriation was still uncertain today.

Mr. Fritts said Dow did a computer job to determine allocation of ad funds in particular areas. Factors included minimum and maximum temperatures, car registrations, number of dealers, water quality, median income of particular markets, and a total budget worked out at "so many cents per car."

■ He agreed Dowgard had some "marketing liabilities" to overcome, but he insisted the company saw the problem as "an educational challenge with the dealers in handling this product."

That Dow's heart was still with its long-life fluid was indicated in current ads. Copy for smaller-space segments devoted to regular anti-freeze carried the subtle message: "For car owners who (for some reason) still insist on anti-freeze. . . ."

As for the Dowgard guarantee, copy said, "Customers will get all the benefits of Dowgard through 1961, '62 and part of '63 (summer and winter) for only about 50¢ per month." The guarantee requires dealer installation, and inspection every six months.

■ In a further development of its marketing strategy, Dow adopted Dowgard as the family name for a line of automotive products currently being developed. Next addition to the line (currently confined to the coolant and anti-freeze) will be a new cooling system cleaner which the company plans to market soon.

Dow will also market a line of economy anti-freezes for the cash-and-carry trade. Three brands—Sentinel, Weatherset and Coachman—will be sold to jobbers, but the brands will get no promotional support.

Du Pont

The other major innovator in the field, Du Pont, launched its trade ad schedule May 15 with three pages in *Automotive News* announcing a price cut on Telar, its "permanent" anti-freeze. The second ad in the campaign appeared in last week's *Gasoline Retailer.*

Du Pont's consumer campaign was still being worked out today, but it will be launched with commercials on the "Show of the Week" (NBC-TV), beginning Sept. 17.

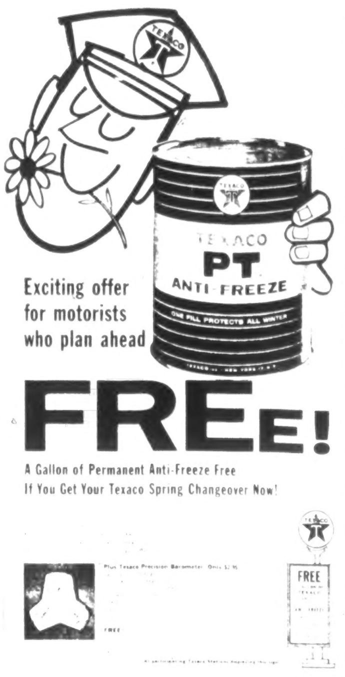
Like Dow, Du Pont will intensify its emphasis at the trade level. "Further acceptance of Telar by the automotive industry, servicemen and car owners demands an education job which we will intensify this year," said Marshall A. Stephens, anti-freeze sales manager.

In addition to cutting the suggested consumer price from $5 a gallon to $3.95, Du Pont will guarantee Telar under specified conditions if it ever changes color (part of its color-check system).

■ This is how the trade schedule, handled by Batten, Barton, Durstine & Osborn, shapes up for 1961:

Du Pont will use each of the following seven publications: *Automotive News, Gasoline Retailer, Motor, Motor Age, Service Station Management, Southern Automotive Journal,* and *Super Service Station.* June—three-page spread in each. July—two pages each, two-product ad featuring Zerex and Telar. August—spread in each on Telar's price cut, and "Facts about Telar." September—A merchandising spread in each, plus a page featuring Telar and Zerex.

Like Dow and Union Carbide, Du Pont will emphasize dealer installation and service. "Our market surveys indicate that approximately 55% of all anti-freeze is sold through servicing outlets, against 45% through non-servicing outlets," Mr. Stephens said.


TEXACO
PT
ANTI-FREEZE
ONE FILL PROTECTS ALL WINTER
Exciting offer for motorists who plan ahead
FREE!
A Gallon of Permanent Anti-Freeze Free
If You Get Your Texaco Spring Changeover Now!
FREE

SPRING OFFER—*Texaco dealers in the Chicago area are sponsoring a month-long campaign offering a free gallon of anti-freeze with spring changeover service. Newspapers in Chicago and seven outlying communities are scheduled, plus radio ads on three Chicago stations, and local tv spots on the "Today" and "Jack Paar Show," NBC-TV shows over WNBQ, Chicago. Cunningham & Walsh is the agency.*

Carbide

Biggest of the big three, Union Carbide has been plugging the same theme in a continuing trade schedule. Recent ads have hit at price-cutting and the do-it-yourself trend.

"All talk about pricing must start with this fact—there has been a revolutionary change in motorists' buying habits since 1950!" copy said. "In 1950, only 5% of the motorists installed their own anti-freeze. Today that figure seems to be leveling off somewhere under 50%."

The company obtained hundreds of injunctions against cut-rate retailers, prohibiting price-cutting on its Prestone brand, the ads stated. Handled by William Esty Co., the ads promised that Prestone's consumer advertising next season will "continue to sell the need for proper servicing."

Harold B. Harris, general sales manager for anti-freeze, said, "We've been talking about the do-it-yourself trend for a long time, but this is the first trade advertising where we've talked this openly."

■ He added that in the past two seasons Prestone consumer advertising, particularly on tv, had attempted to indicate that "the do-it-yourselfer could get into all sorts of trouble." The same type of approach will be part of its tv ads next season. #

Shaver Boiler Names Selco

Selco Corp., Columbus, O., has been appointed national distributor for Shaver Boiler & Equipment Co., Fort Worth, and will assume complete charge of its sales, marketing, advertising and public relations for Shaver. Farson, Huff & Northlich, Cincinnati, is Selco Corp.'s advertising and public relations agency.

Arthur Booth, 73, Veteran Baltimore Agency Exec, Dies

BALTIMORE, May 23—Arthur J. Booth, 73, vp of the Robert Goodman Agency, Baltimore, and advertising veteran of some 50 years, died May 19 after an illness of ten weeks.

Mr. Booth resigned as vp of the Baltimore office of Bozell & Jacobs after seven years' service in 1960, in order to join the Goodman agency. He was manager of the Baltimore office of St. Georges & Keyes from 1948 to 1954, after serving as a partner in Booth, Vickers & Schwinn, which was formed in 1937.

Prior to participating in his own agency, Mr. Booth was an account executive with the Joseph Katz Agency from 1930 to 1937, and worked in both the Baltimore and New York offices. Before coming to Baltimore in 1930, Mr. Booth worked for five years as Pacific Coast advertising representative of the *New York Journal, Chicago American, Boston American* and other Hearst publications. He also rose to the position of advertising manager of the Beech-Nut Packing Co., New York, during the seven years he worked there.

E. B. JEFFRESS

GREENSBORO, N. C., May 24—E. B. Jeffress, 75, president of the Greensboro News Co., died yesterday of a heart attack in a Chapel Hill Hospital. The company publishes the morning *Daily News* and the afternoon *Record*, and owns station WFMY-TV. Mr. Jeffress became manager of the *News* in 1911 and was named president in 1918.

ROBERT W. FRIEDHEIM

NEW YORK, May 23—Robert W. Friedheim, 52, administrative vp of Ziv-United Artists, tv production company, died of a heart ailment May 21 while visiting Fort Lauderdale, Fla. He had been named to the post last year. Mr. Friedheim had served as a vp with Ziv for five years, and for six years as vp and general manager of World Broadcasting System, a subsidiary of Ziv before its merger with United Artists last year. He had joined National Broadcasting Co. in 1937 as sales manager of NBC Thesaurus, radio recording division of the network, where he was a director for 12 years.

FRED A. REINHART

GREENWICH, CONN., May 24—Fred A. Reinhart, 62, promotion director of Metropolitan Sunday Newspapers, New York, died this morning of a heart attack. He had entered a hospital here May 20 for a sprained back. Mr. Reinhart established the media department of the old Lord & Thomas agency. Later he became editor and publisher of *Advertising Forecast*. He joined Metro in 1941.

WILLIAM S. ELTINGE

PEEKSKILL, N.Y., May 23—William S. Eltinge, 46, eastern manager of Oral Hygiene Publications for four years, died on May 18, his birthday. He succumbed to a heart attack aboard his recently purchased cabin cruiser in the Hudson River near here.

HAROLD S. SCHULER

BELMONT, CAL., May 23—Harold S. Schuler, director of advertising of Shockley Transistor Co., Palo Alto, died May 6 following an automobile accident here.

WALTER STILES BROOKE

GREENWICH, CONN., May 23—Walter Stiles Brooke, 75, retired ad executive, died May 17 at his home after a long illness. Mr. Brooke was executive head of the creative department at Street Railways Advertising Co. for more than 25 years. During World War I, Mr. Brooke originated the basic selling procedures for all five Liberty Bond drives, and initiated the first U. S. "buy now" campaign.

Revolutionary new mix-for-milk is made with real bananas!
Banan-o
Each box of Banan-o crystals
Contains individual, foil-wrapped packets.
Mix one packet with milk for each drink.
Just stir with a spoon ... dissolves instantly.
Makes milk drinks taste like rich milk shakes.
Get any one of the three flavors free

THREE FLAVORS—*Banan-O may be had in banana, chocolate and strawberry flavors, according to test advertising in Providence and Rochester newspapers (AA, May 15). Banan-O is made by Salada-Shirriff-Horsey and advertised through Doyle Dane Bernbach, New York.*

AUSTIN B. LeSTRANGE

NEW ROCHELLE, N. Y., May 23—Austin B. LeStrange, 64, publishers' representative and magazine executive for more than 35 years, died of a heart attack at his home May 11. Mr. LeStrange founded and became president of Austin LeStrange Co., New York, in 1950.

THOMAS F. HARKINS

PHILADELPHIA, May 23—Thomas F. Harkins, 68, former Philadelphia radio executive, died here May 16. Mr. Harkins was sales manager of WCAU from 1927 to 1929. He built and was part owner of WPEN. Later, he sold his share in the station and operated an agency specializing in radio advertising. He was pr director of the Spring Garden Institute from 1945 to 1950.

LEWIS G. WATSON

REDWOOD CITY, CAL., May 23—Lewis G. Watson, 65, director of advertising and research of *Sunset Magazine*, died May 20 at Sequoia Hospital here from the effects of a heart attack suffered a week earlier. Mr. Watson, a former Olympic runner, was a crack miler and cross country runner as a Syracuse University student. He was a member of the 1920 American Olympic team which competed in Belgium.

RUPERT D. SPARKS

ALEXANDRIA, VA., May 23—Rupert D. Sparks, 66, head of Old Dominion Publishing Corp., Falls Church, Va., died May 9 at Arlington Hospital. He was asciated with the Ogden newspaper chain in West Virginia for many years. #

Charlton Joins Thompson

Cecil F. (Fred) Charlton has joined J. Walter Thompson Co., Chicago, as a member of the service group on the account for the Kraft Foods division of National Dairy Products Corp. Mr. Charlton was formerly with N. W. Ayer & Son, Chicago.

THIRSTY FOR SALES?
BUY THE BIG 5th
EL PASO, TEX.

Whatever you've got to sell, the Southwest wants to buy it. El Paso, big 5th city of Texas, serves 750,950 consumers with a sky-rocketing half-billion dollars in retail sales . . . an international blend of buyers in southern New Mexico, West Texas, and Juarez, Old Mexico. Buy the Big 5th, and take the biggest trading area in the Southwest straight! The El Paso trading area packs a powerful sales kick . . . scores well within the nation's *top fifty markets*. If you're thirsty for sales, buy the Big 5th . . . El Paso, Texas.

EL PASO BROADCASTERS:
KELP/KELP-TV/KHEY
KIZZ/KROD-TV/KROD/KSET
KTSM-TV/KTSM/XEJ-TV
XEJ/XELO

This Week in Washington . . .

Congress Ponders Postal Increase as Kennedy Moves It Up on Priority List

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 25—The administration is gradually increasing its pressure for postal rate increases this year, and the outlook may be changing.

For some time, it has looked as if a rate bill would pass the House, only to be stopped in the Senate. Now President Kennedy has put rate increases high on the list of sacrifices he thinks the country should be willing to make.

Publishers and advertisers who depend on the mail for their survival take a more personal view. In recent years the mailing costs for publishers have nearly doubled, and those of direct mail advertisers have tripled. With the Congress considering another unprecedented $741 million rate hike, they have been warning that this kind of attrition cannot continue.

■ Since World War II, Congress has seen postal finances deteriorate to a shambles. Labor and transportation costs, which account for the overwhelming percentage of the department's costs, keep spiraling upwards, so that the gap between postal expenditures and postal receipts now exceeds $900,000,000.

Some users and congressmen refuse to be excited. As they see it, the Post Office raises from its users nearly 85% of the cost of its operation. Itemizing the many important services which it renders for the country, they explain: "That's certainly far better than any of the other government departments you can name."

But the deficits become matters of great personal concern to the men in charge of the Post Office. For eight years, Arthur Summerfield waged a fierce feud against business mail users. New Frontiersman J. Edward Day is impersonal, but no less determined.

Elimination of deficits is vital to the department's self respect, the managers contend. As an example of the bad publicity which bothers the department, the Postmaster General quotes a newspaper report that declared, "The Post Office is riddled by staggering deficits, inefficiency and inertia."

■ "Any large organization has room for improvement," he told congressmen. But his experience since entering the department is that the gap is not attributable to lack of effort by the department's employes. "They work just as hard as people in any other large organization," he said.

Even a casual examination readily demonstrates that nowhere in the world is there an agency comparable to the U.S. Post Office. It is an all-embracing channel of communication serving every citizen and institution in the land.

Since 1951 alone, the volume of mail has increased from 47 billion pieces to 64 billion pieces. With Congress shoveling in money and manpower, the Post Office has become a $4.4 billion operation, moving this incredible volume with 560,000 employes in 35,000 offices.

■ Because the Post Office is unique, and its burden is so great, no real standards exist for measuring its efficiency. Occasionally, it is compared with its foreign counterparts. Yet, according to Postmaster General J. Edward Day, the Post Office Department of the United Kingdom handles roughly the same mail volume that the U.S. Post Office Department handles in the state of New York. To handle this volume, the United Kingdom employs one third as many people as the entire personnel of the U.S. Post Office.

Much of the Post Office Department's trouble can be attributed to the diffusion of policymaking responsibility. Its directors—the members of Congress—must rise above an almost insurmountable conflict of interest.

As members of Congress, they try to please people by giving lavish service at bargain prices. Moreover, they wrestle with the whole array of national and international problems. In fixing the transportation policy of the Post Office, there is a tendency to give the needs of the railroads at least as much consideration as the needs of the users of the mail.

■ At the hearings of the House post office committee this year, committee members displayed an increasing sense of frustration over the department's fiscal affairs. Even a scaled down rate increase represents a political risk to the congressmen—and a painful burden for the businesses which depend on the mail. Yet there is no hope that the spiral of cost increases will be controlled.

From past experience, committee members sense that even a balanced Post Office budget doesn't stay balanced. Part of this year's emergency was caused by the fact that the House post office committee gave the department's employes a $250,000,000 pay hike last year. Rep. H. R. Gross (R., Ia.), one of the committee's more pessimistic members, openly predicts the unions will be back for more before next year's elections roll around.

■ Because it is so closely intertwined with the welfare of the people, postal service has been a matter of understandable interest to members of Congress. Now many members voice their sense of inadequacy. Even Rep. Tom Murray (D., Tenn.), chairman of the House post office committee, has joined the swelling ranks of those who suggest that rate making be turned over to experts—subject to congressional review.

As it has in every recent year, this year's rate hearing hinged on arguments over accounting policy. The department apportions its losses among the various classes of users; in their counterattack, users contend they are being overcharged.

As they see it, the Post Office is a curious mixture of business and public service. Before fixing rates, they contend, the department ought to screen out the costs which have no real connection with the services which the patron is interested in receiving.

Lavish service: The Post Office reaches into remote areas that no privately owned utility would attempt to reach. Frequent delivery on rural routes and continued operation of small post offices involve a "calculated loss" not necessarily related to efficient movement of mail, the users contend—however desirable it may be by political or other standards.

Bargain prices: Through its hold on the rate making power, Congress generously bestows special rates on causes that meet its fancy. More than 40% of the second class mail—much of it generated by non-profit organizations—moves at low pre-1925 rates. Non-profit organizations are allowed to mail promotion material at half the normal third class bulk rate.

■ Pointing to the huge volume of costly business generated by these bargain rates for non-profit organizations, Associated Business Publications pointed out this week that Disabled American Veterans mails 40,000,000 miniature license tags to car owners, and pays the Post Office $500,000. Noting that the net profit to DAV from the sale of the tags is only slightly in excess of $550,000, ABP suggested the public probably would be better off if Congress subsidized the DAV directly, instead of dumping this costly load onto the Post Office.

■ By the time Postmaster General Day made his final appearance today, the discussion had narrowed to a single issue: How much of the department's losses are properly a charge against mail users?

In the Postal Policy Act of 1958, Congress thought it resolved this persistent issue by specifying that certain identified costs were to be regarded as "public service." But the problem refused to stay solved.

An outing is a happy affair
SODA BICARBONATE
SODA
FREE!

SUMMER REMEDY *Church & Dwight will run this color page and other color ads in the June and July issues of magazines to open its first major print campaign for Arm & Hammer's soda bicarbonate. Charles W. Hoyt Co., New York, is the agency.*

The economy-minded House appropriations committee devised an interpretation of the 1958 act which holds public service to a maximum of only $67,000,000 at this time. By comparison, many members of the post office committee think it amounts to at least $350,000,000.

During its session with the Postmaster General today, a sense of relief swept through the committee as members contemplated the impact of a $350,000,000 public service deduction. But the Postmaster General warned that a bill to raise the residue—roughly $450,000,000—would raise other problems.

■ "You could raise that amount just by increasing letters to 5c and airmail to 8c," he pointed out. "What about the other classes? Would it be right to let them off with only nominal increases?"

Rep. Robert Corbett (R., Pa.) suggested that perhaps this is all that the situation warrants. But the Postmaster General persisted: "I would hardly think so. At least not as long as second class recovers only 23% of the cost which is assessed against it." ■

THINK
WINSTON-SALEM
where business is expanding . . . where business is good.

THINK
JOURNAL and SENTINEL
for over 100% coverage in the Metropolitan Area and over 70% coverage in the 11-county Journal and Sentinel trading area.

THINK
SALES
because here is a market where people have the money to buy — and are buying! Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE
WINSTON-SALEM
JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

Curtis Reports Profit Decline in 1st Quarter

Curtis Publishing Co., Philadelphia, had a first quarter loss of $2,440,979, or 83c per share after preferred dividends, compared with a net profit of $526,729, or 3c per share, in the same period in 1960. Gross operating revenue was $57,866,156, compared to $60,434,432 in 1960. Curtis attributed the decline to lower ad linage and increased costs.

Robert E. MacNeal, president, said gross income from the company's sale of Batan-Wonder-Treasure Books stock to Grosset & Dunlap on May 18, totaled about $5,200,000. Net after expenses was about $4,900,000, most of which was pre-tax profit and will be reflected when the six months statement is issued.

Del Mar Heads 4A's Office

The American Assn. of Advertising Agencies has named John Del Mar, formerly of its San Francisco office, to direct the association's central region from new offices in Chicago. Mr. Del Mar will be succeeded in San Francisco by Tom Mahlman, currently assigned to the membership section of the New York office.

Hitchcock Boosts Sietsema

Hitchcock Publishing Co., Wheaton, Ill., has promoted Raymond J. Sietsema to director of marketing. Mr. Sietsema, who joined the company in 1947, was formerly director of research.

any
WEDNESDAY...

YOU CAN GIVE LIFE YOUR AD PLATES AND START SELLING COAST-TO-COAST JUST 7 DAYS LATER

When major advertisers have to act fast, they move with the speed of LIFE. They've already used 210 pages of LIFE's fast-close facilities to reach the biggest quality audience in the general weekly magazine publishing field. In the May 26 issue, American Motors has a black-and-white spread and Alpine Cigarettes has a full-page black-and-white ad—and both plates reached LIFE just 7 days before publication. Recently advertisers have used LIFE's fast close to announce model and price changes . . . to promote new products . . . to take advantage of urgent selling opportunities. *Today, when you have to move fast . . . only LIFE lets you move so fast, so surely.*

LIFE

“I read The Chronicle every morning.”

Elizabeth R. Smith

Treasurer, United States of America

Elizabeth Rudel Smith, at 49, is now Treasurer of the United States. For many years she has been an active figure in Democratic politics and was the State's Democratic National Committeewoman from 1956 until her appointment by President Kennedy.

During this time she acquired a reputation for being a peacemaker and for her shrewd political judgment. To keep informed for decision-making, both here and in her new job in Washington, she still reads The Chronicle every day.

Mrs. Smith is one of a distinguished group of Bay Area citizens who have been awarded the Chronicle Gold Medal for public service.

San Francisco Chronicle

LARGEST DAILY CIRCULATION
IN NORTHERN CALIFORNIA